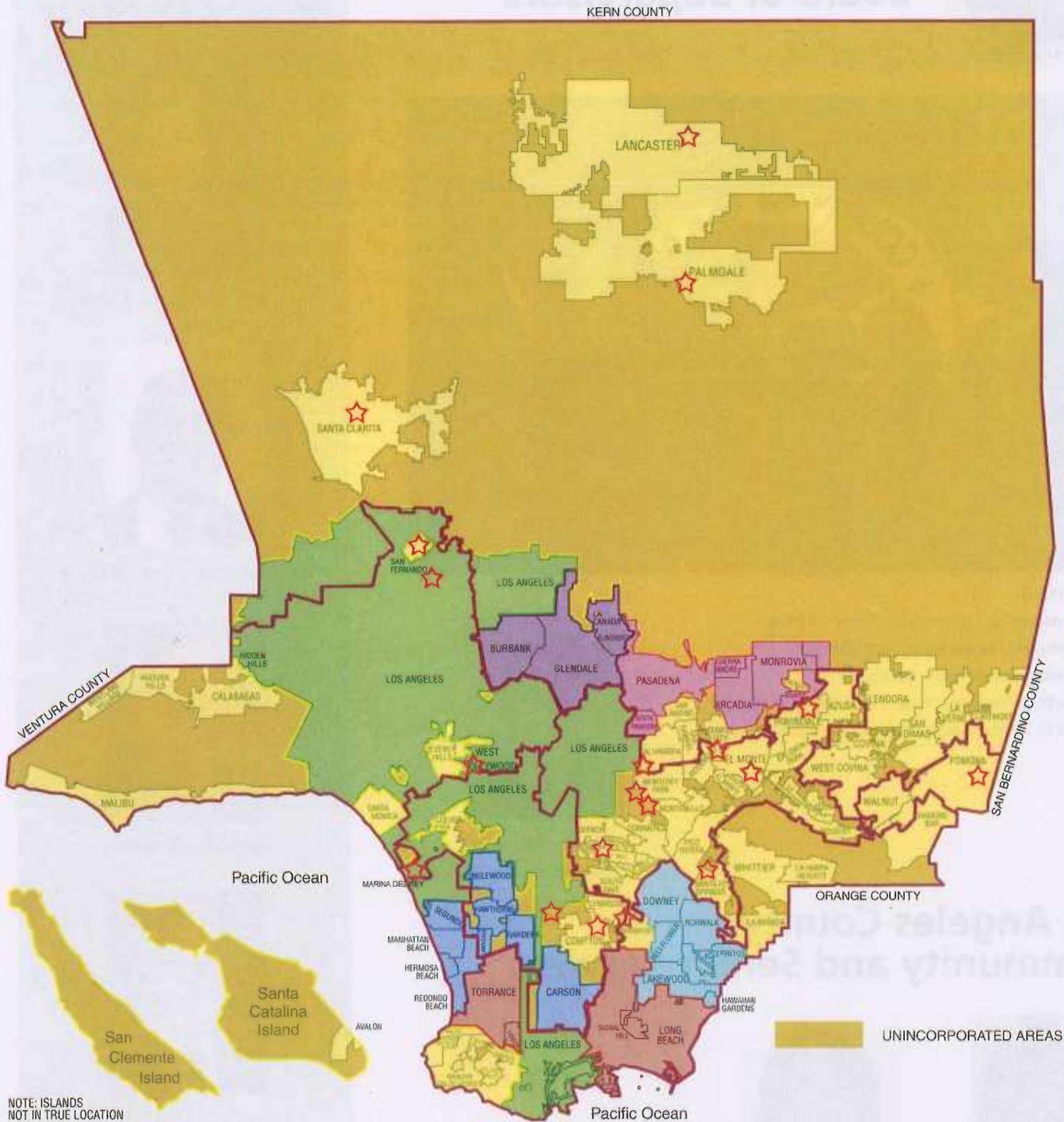


Los Angeles County Workforce Investment Board

2008-09 Annual Report

Meeting Workforce Needs



NOTE: ISLANDS NOT IN TRUE LOCATION



WorkSource
CALIFORNIA
Building Business and Careers

| Local Workforce Investment Areas: | | | |
|-----------------------------------|-----------------|--|--------------------------------|
| | L.A. County WIB | | South Bay WIB |
| | L.A. City WIB | | Pacific Gateway WIB |
| | Verdugo WIB | | SELACO WIB |
| | Foothill WIB | | L.A. County WorkSource Centers |



Los Angeles County Board of Supervisors



Left to right:

Zev Yaroslavsky, Supervisor, Third District

Gloria Molina, Supervisor, First District

Don Knabe, Supervisor, Fourth District

Mark Ridley-Thomas, Supervisor, Second District

Michael D. Antonovich, Supervisor, Fifth District



William T. Fujioka,
Chief Executive Officer

Los Angeles County Community and Senior Services



Cynthia D. Banks,
Director,
Community and
Senior Services



Josie Marquez,
Executive Director,
Los Angeles County
Workforce Investment Board

Workforce Investment Board Officers



Dr. Dennis Neder, Chair



Fred Smith, Vice Chair



Paul Kral, Secretary



Mayor John Addleman,
Treasurer





Message from the Chair

It continues to be my highest privilege and honor to serve the Los Angeles County Workforce Investment Board; particularly in light of the incredible struggles faced in the current economy. To celebrate that honor, I'd like to dedicate this year's annual report to *change*.

Frankly, I like change. It can be refreshing. It is certainly exciting! What I've discovered is that it also can bring out growth and the best performance in people. This last year reflects that by every measure.

We've seen change at many levels from Washington's leadership to our own local Board of Supervisors. We've also seen much growth within the WIB Board and even our own CSS staff. There has been a change in attitude as well as operation. We've experienced change in funding, legislation and especially, expectation.

Kindly consider the economic stimulus legislation issued by Congress. While almost doubling our funding the usual expectation is that it would also double inefficiency. The line of reasoning goes, "Since there's more money, there's less incentive to streamline. Waste inevitably follows money."

Those that think that however haven't seen the changes made by our contractors and staff! In just one example, they were given the monumental task of building a summer youth program literally out of thin air – and have done so. With very little increase in staff, no time to ramp up and train, huge pressure and absolutely no room for failure, I can confidently say that they have outperformed my; and if I dare speak for them, the expectations of the WIB Board of Directors.

We have much to be proud of through the results of the changes we've both created and those we've had inflicted upon us. The next year is going to see even more of this. I am optimistic about the changes to come in the economy and especially, in our direction and involvement in the county.

We have great minds addressing great challenges with great projects and great enthusiasm working toward great outcomes. How can anyone not love that sort of change?

Best regards...

Dr. Dennis W. Neder

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Mission Statement

The Los Angeles County Workforce Investment Board (WIB) provides leadership by convening and facilitating public and private stakeholders to impact the economic health of the region.

Purpose Statement

The WIB, in partnership with the Los Angeles County Board of Supervisors and fully certified by the State through December 2010, has provided leadership since 2000 for the delivery of employment and training services administered by Community and Senior Services (CSS) under the Federal Workforce Investment Act (WIA). The third largest Workforce Investment Board in the country, the Los Angeles County WIB is mandated by federal law to make key policy decisions affecting the local workforce development system, and to certify WorkSource Centers to serve residents in 58 of the County's 88 cities and 151 unincorporated areas.

The WIB also:

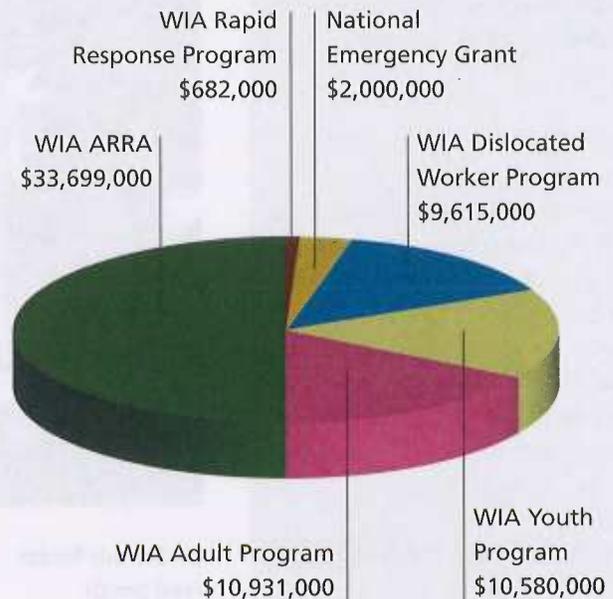
- Assists Los Angeles County in oversight of federal funds, and effectively administers WIA programs in the County
- Provides fiduciary responsibility to ensure WIA funds are spent properly and efficiently
- Provides leadership and coordination in the Workforce System through use and promotion of continuous quality improvement
- Provides programs that place people in living wage jobs that enhance economic activity in Los Angeles County.

By administering and monitoring the distribution of federal WIA funds, the WIB currently funds, monitors fiscal and program performance, and provides technical assistance to 16 WorkSource Centers in Los Angeles County by developing and training a more qualified and competitive workforce to meet current and future needs.

The Workforce Investment Act (WIA) was designed to create a universal access system of one-stop career centers that connect workers to training and employment services and assist businesses in accessing a properly trained and skilled workforce.

WIB 2008–09 Budget

FY 2008-09 WIA Formula Programs, WIA ARRA, and National Emergency Grants (NEG) for Los Angeles County Local Workforce Investment Area.



Strategic Goals

The WIB comprehensive strategic plan commits us to:

1. **ENGAGE** strategically with elected officials at the local, State, federal levels.
2. **IDENTIFY** and meet workforce needs in key industry sectors/clusters.
3. **PROVIDE** leadership on workforce issues by persuading public and private stakeholders to become partners to impact the economic health of the region.
4. **PROVIDE** performance reports outlining "goals" versus "actual" performance for placements, average wage paid and number of people trained. Provide analysis on customer satisfaction, industry, cost effectiveness, economic impact and comparative data.

Meet the L.A. County Workforce Investment Board

AUTHORITY

Federal Workforce Investment Act (WIA) of 1998 - Section 117(a).

MEMBERSHIP

The Los Angeles County Workforce Investment Board (WIB) shall be comprised of at least 39, but no more than 51 members. Each Supervisor shall appoint three members. The remaining members shall be appointed in accordance with the requirements of WIA.

DUTIES

The WIB shall have the following duties:

1. Develop a 5-year local plan for Board of Supervisors' approval and submission to the State of California.
2. Contract with local WorkSource Centers to provide WIA Programs services.
3. Identify eligible providers of training services, youth activities and intensive services.
4. Oversee One-Stop System.
5. Negotiate local performance measures.
6. Assist in developing Statewide Employment Statistics System.
7. Ensure effective connecting, brokering and coaching activities to assist employers.
8. Coordinate activities with economic development and employers.
9. Establish a Youth Council, as an advisory body.



Dr. Dennis Neder
 Fred Smith
 Paul Kral
 Mayor John Addleman
 Ted Anderson (not pictured)
 Douglas Barr (not pictured)
 R. Vance Baugham
 Dr. Christine Bosworth* (not pictured)
 Larry Caldwell (not pictured)
 Corde Carrillo (not pictured)
 C. Joseph Chang
 Wan Chun Chang
 Shomari Davis
 Richard Dell
 Peter Doctorow* (not pictured)
 Michael Dolphin
 Luther Evans (not pictured)
 Jerry Gaines
 Tom L. Gutierrez
 Irshad Haque
 Kirk Kain
 Gary L. Kay
 Fred Larkin

Stan Lee (not pictured)
 Joyce Louden
 Dr. Sheryl Monaghan
 Richard Nichols
 Mike Patel
 Meredith Perkins
 Dr. Patricia Ramos* (not pictured)
 Dr. Boris E. Ricks
 Honorable Frank Roberts
 Helen Romero Shaw
 Laurel Shockley
 Paula Starr
 Ruben R. Trejo
 Salvador R. Velasquez
 Ross E. Viselman, J.D.
 Delvin "Del" Walker
 Beverly Ann Williams
 Dr. Lance Williams* (not pictured)
 Dr. Rex J. T. Yu

Josie Marquez, Executive Director
 Richard Verches, Assistant Executive Director

**Newly appointed in 2008-09*

Cities Served by Los Angeles County Workforce Investment Boards

The County WIB is one of seven local WIBs serving the over 10 million County residents. The County WIB serves 4 million residents in 58 cities and all 151 unincorporated areas of the County. The cities that the other six WIBs serve are also listed below.

| Los Angeles County WIB Cities | District | Population* |
|-------------------------------|-----------------------|------------------|
| 1 | Azusa | 48,932 |
| 2 | Baldwin Park | 81,445 |
| 3 | Bell | 38,759 |
| 4 | Bell Gardens | 46,786 |
| 5 | Commerce | 13,550 |
| 6 | Cudahy | 25,880 |
| 7 | El Monte | 126,308 |
| 8 | Huntington Park | 64,617 |
| 9 | Industry | 797 |
| 10 | Irwindale | 1,727 |
| 11 | La Puente | 43,269 |
| 12 | Maywood | 29,984 |
| 13 | Montebello | 65,667 |
| 14 | Monterey Park | 64,874 |
| 15 | Pico Rivera | 66,899 |
| 16 | Pomona | 163,408 |
| 17 | Rosemead | 57,594 |
| 18 | Santa Fe Springs | 17,784 |
| 19 | South El Monte | 22,615 |
| 20 | South Gate | 102,770 |
| 21 | Vernon | 95 |
| 22 | Walnut | 32,486 |
| 23 | Compton | 99,431 |
| 24 | Culver City | 40,657 |
| 25 | Lynwood | 73,174 |
| 26 | Agoura Hills | 23,337 |
| 27 | Beverly Hills | 36,090 |
| 28 | Calabasas | 23,735 |
| 29 | Hidden Hills | 2,013 |
| 30 | Malibu | 13,712 |
| 31 | San Fernando | 25,292 |
| 32 | Santa Monica | 92,494 |
| 33 | West Hollywood | 37,580 |
| 34 | Westlake Village | 8,858 |
| 35 | Avalon | 3,540 |
| 36 | Diamond Bar | 60,407 |
| 37 | La Habra Heights | 6,151 |
| 38 | La Mirada | 49,939 |
| 39 | Palos Verdes Estates | 14,046 |
| 40 | Paramount | 57,874 |
| 41 | Rancho Palos Verdes | 42,800 |
| 42 | Rolling Hills | 1,969 |
| 43 | Rolling Hills Estates | 8,149 |
| 44 | Whittier | 86,788 |
| 45 | Alhambra | 89,171 |
| 46 | Bradbury | 953 |
| 47 | Claremont | 37,780 |
| 48 | Covina | 49,541 |
| 49 | Glendora | 52,474 |
| 50 | La Verne | 33,981 |
| 51 | Lancaster | 145,074 |
| 52 | Palmdale | 151,346 |
| 53 | San Dimas | 36,878 |
| 54 | San Gabriel | 42,829 |
| 55 | San Marino | 13,393 |
| 56 | Santa Clarita | 177,150 |
| 57 | Temple City | 35,747 |
| 58 | West Covina | 112,648 |
| Total Population | | 2,903,247 |

| Los Angeles County WIB 2008-09 | |
|---|------------|
| Total Population in Los Angeles County* | 10,393,185 |
| 58 Cities Served by L.A. County WIB | 2,903,247 |
| 151 Unincorporated Areas Served by County WIB | 1,091,978 |
| Total Served by L.A. County WIB | 3,995,225 |
| *California Department of Finance, January 2009 | |

| City of Los Angeles WIB | District | Population |
|--------------------------------|---------------|------------------|
| 1 Los Angeles | 1, 2, 3, 4, 5 | 4,065,585 |
| Total Population Served | | 4,065,585 |

| Foothill WIB | District | Population |
|--------------------------------|----------------|----------------|
| 1 | Arcadia | 56,547 |
| 2 | Duarte | 23,090 |
| 3 | Monrovia | 39,531 |
| 4 | Pasadena | 150,185 |
| 5 | Sierra Madre | 11,083 |
| 6 | South Pasadena | 25,832 |
| Total Population Served | | 306,268 |

| Southeast Los Angeles WIB | District | Population |
|--------------------------------|------------------|----------------|
| 1 | Artesia | 17,551 |
| 2 | Bellflower | 77,194 |
| 3 | Cerritos | 54,855 |
| 4 | Downey | 113,469 |
| 5 | Hawaiian Gardens | 15,885 |
| 6 | Lakewood | 83,508 |
| 7 | Norwalk | 109,567 |
| Total Population Served | | 472,029 |

| Verdugo WIB | District | Population |
|--------------------------------|----------------------|----------------|
| 1 | Burbank | 108,082 |
| 2 | Glendale | 207,303 |
| 3 | La Cañada-Flintridge | 21,218 |
| Total Population Served | | 336,603 |

| South Bay WIB | District | Population |
|--------------------------------|-----------------|----------------|
| 1 | Carson | 98,159 |
| 2 | El Segundo | 16,999 |
| 3 | Gardena | 61,810 |
| 4 | Hawthorne | 89,979 |
| 5 | Hermosa Beach | 19,491 |
| 6 | Inglewood | 118,868 |
| 7 | Lawndale | 33,593 |
| 8 | Manhattan Beach | 36,718 |
| 9 | Redondo Beach | 67,646 |
| Total Population Served | | 543,263 |

| Pacific Gateway WIN (Long Beach) | District | Population |
|----------------------------------|-------------|----------------|
| 1 | Lomita | 20,989 |
| 2 | Long Beach | 492,682 |
| 3 | Signal Hill | 11,430 |
| 4 | Torrance | 149,111 |
| Total Population Served | | 674,212 |

WIB PROGRAMS AND SUCCESSES

Each local Workforce Investment Board (WIB) administers WIA Formula Adult, Dislocated Worker, Youth, and Rapid Response programs. The L.A. County WIB received \$31.8 million in 2008-09 and allocated these funds to 18 WorkSource Centers and Satellites and 17 Youth Service Providers to serve almost 4 million residents in 58 of the 88 cities in L.A. County and all 151 unincorporated areas of the County. In addition, the Los Angeles County WIB received \$2 million in new and additional National Emergency Grants to fund employment related to post-natural disaster clean-up and restoration efforts. According to the State of California's Employment Development Department, there were over 156,000 newly enrolled clients who accessed the CalJOBS system over 2,670,000 times. While the numbers are not yet available for 2008-09, during this same period in 2007-08, nearly 200,000 job seekers exited the CalJOBS system and over 50% entered enrollment.

The big news of the year came in April when Congress approved President Obama's American Recovery and Reinvestment Act of 2009. This resulted in \$33.7 million in additional employment development funds to the L.A. County WIB to support expansion of our existing programs and to develop new employment programs and services through June 30, 2011. The WIB designated a significant portion of the WIA Youth Stimulus funding to create and expand subsidized employment for young people in a stand-alone summer youth employment program from May to September 2009. We are very pleased that preliminary indications are that our initial goal of placing 5,000 young people in summer jobs was well exceeded. Students worked in many different worksites and hundreds were introduced to county government through placements at various departments. The students who worked at the County's Community and Senior Services department produced three newsletters that featured the experiences of young people who worked for the first time. They also organized a postcard campaign in which hundreds of summer youth program participants sent personal notes of thanks to President Obama, Secretary of Labor, Hon. Hilda Solis and Governor Schwarzenegger.

Other program successes and highlights in 2008-09 included the four "Meeting of the Minds" economic symposiums that the WIB hosted, as well as the over 8,000 businesses that were directly contacted to introduce them to the free resources and business services available at our WorkSource Centers, and to identify any job openings they had or anticipated.

L.A. COUNTY WIB FUNDING BY SUPERVISORIAL DISTRICT (SD) FY 2008-09

| WIA PROGRAMS | SD 1 | SD 2 | SD 3 | SD 4 | SD 5 | SD TOTAL |
|-------------------|--------------|--------------|--------------|--------------|--------------|---------------|
| Adult | \$ 5,502,186 | \$ 1,786,295 | \$ 850,808 | \$ 879,469 | \$ 1,912,242 | \$ 10,931,000 |
| Dislocated Worker | 4,075,201 | 1,539,001 | 690,395 | 980,119 | 2,330,285 | 9,615,000 |
| Youth | 5,395,800 | 2,116,000 | 317,400 | 634,800 | 2,116,000 | 10,580,000 |
| Rapid Response | 289,057 | 109,163 | 48,970 | 69,521 | 165,289 | 682,000 |
| Total | \$15,262,245 | \$ 5,550,459 | \$ 1,907,573 | \$ 2,563,908 | \$ 6,523,815 | \$ 31,808,000 |

In March 2009, several WIB members made their annual legislative visit to Washington, D.C. to meet with members of Congress and Department of Labor, including a private meeting with newly confirmed Secretary of Labor, Honorable Hilda Solis. According to WIB Board member Helen Romero Shaw, "Secretary Solis stated that her long range goal is to foster a more efficient federal work investment system, with her immediate goal the implementation of the American Recovery and Reinvestment Act that will create jobs and stimulate the nation's economy." Shaw added that the Secretary "encouraged us — as workforce leaders — to be innovative in producing local programs that will result in job placement in the underserved, older worker, youth and veteran communities, as well as the traditional groups required by the WIA formula funds."

As Shaw indicates, the WIB is committed to overseeing the expenditure of these significant funds to assure the outcomes of creating jobs and restoring economic growth are met, which is critical because California's unemployment rate is over 10%.

These and many other successes are detailed in this report.



Secretary of Labor Hilda Solis, center, with WIB Board members (left to right) Michael Dolphin, Fred Smith, Helen Romero Shaw and Beverly Ann Williams.

Strategic Planning & Regional Policy Initiatives

BIANNUAL STRATEGIC PLANNING RETREATS

The WIB conducts two strategic planning retreats a year designed to provide a forum for sharing ideas and reaffirming focus on our strategic goals. The message is clear. Los Angeles County WIB members remain committed to having a positive impact on business and the workforce alike as well as paving the way for the next generation of employers and employees. The October 31, 2008 strategic planning retreat focused on employment trends, legislative and financial issues, and discussion related to effective strategy for WIA reauthorization. The April 24, 2009 strategic planning retreat highlighted the anticipated \$33.7 million in ARRA funding. There was also an informative presentation by representatives from Southern California Edison on its economic impact study of the South Valley WorkSource Center in Palmdale and impacts on regional employment. In addition, Dr. Lance Williams led an informative discussion about the emerging green jobs sector and related technology.

REGIONAL COLLABORATIONS AND PARTNERSHIPS

The Los Angeles County Regional Workforce Systems Collaborative is coordinated and hosted by the Los Angeles Area Chamber of Commerce. This group consists of business, civic, education, workforce development and philanthropic leaders committed to coordinating strategic efforts related to initiatives that foster a regional workforce development system, which is critical to bolstering the nation's economy and getting people back to work while investing in the region's competitiveness. Funding for workforce programs is a critical component for achieving this goal.

Strong investments in employment and training programs are needed to bolster Southern California's competitiveness amidst troubling indicators in the economy. According to the Department of Labor, Los Angeles County has a 12.3% unemployment rate. With a soaring unemployment rate and an increased demand on job training services, now more than ever, a greater investment in job training is needed, even beyond the recent ARRA funding which provided a temporary boost to resources.

With over 1.5 million businesses and 18 million residents, the Southern California economy is essential to the future growth and prosperity of the nation. The region accounts

for approximately six percent of the nation's total share of employment, wages and Gross Domestic Product. There is no doubt that Southern California provides a significant return on investment to America. With an economy ranking 15th in the world, the region has more people, more businesses and more international trade than 47 states in our nation. As a result, with the Los Angeles City and Los Angeles County WIBs being the second and third largest in the nation, positive outcomes are critical to our overall economic health and success.

One of the Collaborative's major goals is to support the reauthorization of the Workforce Investment Act by Congress in 2010. Increased investments are essential to creating new jobs, helping workers fill those jobs and re-establishing the region's economic engine by restoring WIA funding. Components of the Collaborative's WIA Reauthorization Policy Framework are as follows:

- Increase investments in WIA
- Focus on local control and increased flexibility
- Support strong collaborative leadership
- Reward systemic partnerships focused on implementing regionalized strategies
- Invest in Sector Intermediaries, especially in Health and Green jobs
- Increase accountability and transparency
- Implement regional strategies for job placement and training needs
- Encourage regionalized performance measures
- Promote connections across federal investments
- Focus on career pathways

In addition, the Collaborative's framework for Youth is as follows:

- Support a long-term investment in Summer Youth Employment
- Focus on presumptive eligibility – rethink and simplify youth eligibility criteria
- Maintain and enhance strong year-round components
- Change existing youth performance measures

By joining forces, the Workforce Boards and other partners speak with one powerful voice to deliver the message that WIA reauthorization is vital at this time.

“Meeting of the Minds” Economic Symposiums

August 2008 — Antelope Valley

The WIB co-sponsored the first “Meeting of the Minds” symposium of Antelope Valley College as part of our strategic goal of coordinating with community colleges and economic development agencies to address workforce needs. This highly acclaimed event was well attended by over 64 companies, numerous educators, and representatives of various governmental offices and economic development entities.

January 2009 — Irwindale

Building upon lessons learned, information gathered and new partnerships forged, another “Meeting of the Minds” was held at the Southern California Edison Training Facility in Irwindale. Over 80 representatives of business, government, education, and non-profit agencies attended and confirmed the importance of ongoing dialogue.

May 2009 — Antelope Valley

In followup to the successful “Antelope Valley Meeting of the Minds” symposium held in August 2008, the WIB participated at the business conference entitled “Stepping Forward: Mobilizing Community Resources in the New Economy.” Utilizing the same format as the “Meeting of the Minds,” this interactive half-day forum consisted of expert panelists and informative breakout sessions to help for-profit businesses and non-profit agencies structure and maintain successful Internship, Mentorship and Service learning programs with their organizations. This solution-oriented conference addressed a top concern identified by business leaders in the Antelope Valley: equipping our workforce with relevant, on-the-job training and experience. In addition to the WIB, participants included the cities of Lancaster and Palmdale, Antelope Valley College, EDD One Stop, South Valley WorkSource Center, Greater Antelope Valley Economic Alliance, Antelope Valley Board of Trade and many other leaders in education and the private sector.

June 2009 — Florence-Firestone

The WIB convened a “Meeting of the Minds” Economic Symposium in the Florence-Firestone area of South Los Angeles. Co-sponsored with the Florence-Firestone Chamber of Commerce and the Los Angeles Workforce Funder Collaborative, the event focused on revitalization efforts of the local community with an emphasis on the economy and green jobs.



Informative presentations were made by Miguel Santana, former Deputy CEO of L.A. County; Carrie Rogers, Vice President, LAEDC; John Streb, Bennett Streb & Associates; Ralph Carmona, Barrio Planners; Bill Johnson, L.A. County Community Development Commission; Shomari Davis, WIB member/Business Representative, IBEW Local 11; Robert Zardeneta, Director, Rolegio Medina, College Career Advisor; and William Winchester, Green Jobs Coordinator, for LA CAUSA (Los Angeles County Advocating for Unity Social Justice and Action).

In followup to discussion by community and business representatives, WIB Chair Dr. Dennis Nader announced the formation of the “Florence-Firestone Economic Development Action Group,” consisting of key community stakeholders to forge an ongoing dialogue geared towards expanding local opportunities.

The event was held at Don Chente Restaurant, part of the successful Harbor Gateway community revitalization project located in the Alameda Corridor.

Special Program Designed to Serve Veterans

In addition to Congress and the California State Legislature, the Board of Supervisors also places the employment of veterans as a high priority. With support from the WIB's Business Services/Marketing Committee and strong interest from employers, the County's WorkSource Centers undertook several initiatives to assist returning and retiring military veterans with new careers and job placement.

Last year the Central San Gabriel Valley WorkSource Center served over 60 veterans by providing supportive services, training, employment, social networks and resources. These services enabled veterans to transition into the world of work and/or enhance their skills in a structured environment.

Because of the great interest, the Central San Gabriel Valley WorkSource Center and Goodwill of Southern California proposed a pilot program that provides wrap-around services, networking, and employment and referred resources. This process will aid in preventing veterans from "falling through the cracks" when linking services with other agencies.

A Veterans Priority Training Pilot Program was launched and consists of the following steps:

- Veteran Representative and WorkSource Center Manager collaborate regarding referral process and contacts to ensure the process is structured
- Veteran Representative meets with the veteran
- Veteran Representative connects with the WorkSource Center contact to inform him/her that the veteran will be attending orientation
- Veteran Representative sends veteran with referral slip to WorkSource Center to attend orientation
- Veteran presents referral to Orientation presenter who then fast tracks the referral to the Manager
- Manager gives the referral to the delegated Case Manager
- Case Manager contacts the veteran for an intake, assessment and to discuss which WIA services are provided and how
- Veteran completes all WIA required workshops and documentation within a week to determine eligibility
- Veteran enters into training or employment depending on his/her need. The Case Manager and Job Developer will pull resources to assist in providing employment to the veteran
- Case Manager follows up with Veteran Representative to provide update on customer and for case notes.

The veterans will be referred from the various Veteran organizations and agencies that service veterans only. The referred veterans will bring their referral forms to the WorkSource Centers for priority service. This procedure will be standard for all veterans whether they come from a Veteran organization or just walk through the door and are identified at registration.

OUTCOMES

Goodwill projects that out of the ten veterans currently in training, eight will obtain employment and two may need additional assistance depending on their barrier to employment. This pilot program will be successful in its effectiveness to serve veterans since it will follow the veteran from the beginning to the end of the process. By creating structure and organization, it will enable the veterans to have constant communication with all agencies providing services to them as they work their way through training or job placement.

Abundant support from all partner organizations will be provided to ensure that veterans entering the program are able to connect with the delegated staff in order to have tools and resources needed as they re-enter the work world. Many referral services will be available to all veterans to ensure their needs are met and voices heard as they progress through the program. Services included addressing vocational training, housing, unemployment insurance benefits, and barriers to employment such as mental health, Post Traumatic Stress Syndrome, and substance abuse issues.

As a result of several meetings held at the Central San Gabriel Valley WorkSource Center to discuss their support for employment of veterans, this pilot program was launched. The hope is to replicate this program at all or most of the County's WorkSource Centers, and to develop similar pilot programs for veterans in other job sectors such as security, Emergency Management Services/Training, and logistics/transportation in 2009-2010.

Veterans possess unique attributes and contribute greatly in the workplace. Highly sought after by employers, they are an important source of highly skilled and experienced talent, and play an important role in regional workforce development.



COMMUNITY OUTREACH TO SUPPORT BUSINESS AND JOB-SEEKERS

The WIB supports and actively participates in job and community fairs through Los Angeles County organized by our WorkSource Centers, County departments, cities, chambers of commerce, and community organizations. Some are highlighted below.



Photo courtesy of Central San Gabriel Valley WorkSource Center

- **“Revitalizing and Empowering Compton through People, Parks & Programs” Resource Fair** at Roy Campanella Park on June 20, 2009, hosted by Supervisor Mark Ridley-Thomas and the County departments of Health, Parks & Recreation and Children & Family Services. A vast array of health and economic/employment community resources were made available to local residents. The WIB partnered with a local WorkSource Center in providing literature and information to teens and parents alike about the WorkSource Centers and how eligible persons age 14 and over can obtain job training and gainful employment, especially the Summer Youth Employment Program (SYEP). Many of the teens were excited about the summer employment program and said they would follow-up.
- **The Foster Care Resource Fair** sponsored by Casey Family Programs on July 17 in Pasadena focused on transitional age youth and kinship care, which was attended by 250 foster youth, as well as various foster care, governmental and youth-related non-profit community based organizations. WIB staff partnered with Central San Gabriel Valley WorkSource Center staff to provide information about available WIA employment and training programs, including SYEP.
- **“Truckers Wanted”** sponsored by Central San Gabriel Valley WorkSource Center on July 20 at Whittier Narrows generated much enthusiasm and further action. Connections made at this event — attended by both companies and 1000 employees/potential employees in this field — were followed by the scheduling of a Focus Group on July 22 to talk specifically with interested individuals about careers in the trucking industry. Information was shared about needs and work experience, barriers and limitations to potential employment. This in turn was followed by an invitation to the trucking companies to engage in recruitment efforts with candidates who fit their requirements.

NATIONAL BOARD REPRESENTATION

Los Angeles County WIB members and the Executive Director serve on several national boards to contribute to State and national workforce development policies and share best practices and lessons learned from the perspective of the third largest Workforce Investment Board in the United States.

- Josie Marquez, Assistant Director of Community and Senior Services and Executive Director, WIB, serves on the Board of Directors of the National Workforce Association (NWA).
- Helen Romero Shaw, WIB member, serves on the Board of Directors of the National Association of Workforce Boards (NAWB).
- Mike Patel, WIB member, serves on the United States Conference of Mayors Workforce Development Council.

The Los Angeles County WIB works in partnership with the following members of the Los Angeles Workforce System Collaborative:

- City of Los Angeles – Office of the Mayor
- City of Los Angeles – Community Development Department
- City of Los Angeles WIB
- Los Angeles Area Chamber of Commerce
- Los Angeles Community College District
- Los Angeles County Economic Development Corporation
- Los Angeles County Federation of Labor, AFL-CIO
- State of California Employment Development Department
- Los Angeles Trade Technical College
- Los Angeles Unified School District
- United Way of Greater Los Angeles

There are six other Los Angeles County-based Workforce Investment Boards that deliver quality employment and training services to the residents of Los Angeles County.

- City of Los Angeles WIB
- Foothill WIB
- Pacific Gateway Workforce Investment Network
- South Bay WIB
- Southeast Los Angeles County (SELACO) WIB
- Verdugo WIB

In addition, we also work with:

- Los Angeles County Department of Children and Family Services
- Los Angeles County Department of Public Social Services
- Los Angeles County Office of Education
- Los Angeles County Office of Small Business
- Los Angeles County Probation Department
- Los Angeles County Sheriff’s Department
- Community-Based Organizations

WIA Adult Program

The WIA Adult Program provides services to adults aged 18 and older in accordance with Section 101 of WIA. The goal of the Adult Program is to assist clients in achieving self-sufficiency by providing access to Core, Intensive, Training, Placement, and Post Follow-up Services through the WorkSource system and its partners.

As a result of “universal access,” which allows all persons to access employment development resources and services available at WorkSource Centers, individuals accessed the CalJOBS system over 2.67 million times in 2008-09.

For FY 2008–09, the WIA Adult Program Contractors exceeded their planned enrollments, placements, exits and training numbers.

- 2,673,913 individuals utilized the resources at L.A. County WorkSource Centers, according to State of California EDD
- 1,763 participants enrolled, exceeding planned enrollments by 16%.
- 1,027 placed, exceeding planned placements by 16%.
- 1,296 successfully exited, exceeding planned numbers by 6%.
- 278 trained, exceeding planned training goals by 37%.

Depending on their eligibility, clients enrolled in the Adult Program may receive:

- **Core services:** initial assessment, job search, placement assistance and career counseling. This is available to all adults.
- **Intensive services:** in-depth assessment, counseling, career planning, and pre-vocational services. This is available for unemployed individuals unable to obtain jobs through core services or employed individuals needing additional training services to reach self-sufficiency.
- **Training services** are also available for those who meet intensive services eligibility but are unable to obtain employment through those services.

MICHAEL R.

Having been unemployed for a prolonged period of time, Michael turned to the Department of Public Social Services for General Relief assistance in January 2009. Since he had no success in finding employment on his own, his case worker referred him to the Arbor/East Los Angeles Employment & Business Center for assistance.

Michael came to the WorkSource Center in May. He attended the Services Orientation Workshop, was registered on CalJOBS and participated in Core A self-directed job service activities. After several unsuccessful attempts at attaining employment, it was evident that he needed help. Therefore, he was enrolled in Core B services where he was assigned a career counselor and employment specialist that would provide him with one-on-one assistance.

He knew that landing a job would be a challenge, especially after being out of work since 2008. He lived with his grandmother and wanted to contribute to the household. He knew that employers would question his employment history and that he had to be prepared to respond appropriately. He welcomed the help. Very focused on doing whatever was needed to be done to become ‘job ready’ and overcoming barriers that hampered his ability to obtain and retain a job, he participated in Arbor’s job readiness workshops including their two-hour Resumé Writing Workshop. With staff’s assistance, he developed a “knock-out” resumé. He followed up on all the job leads that he was provided and participated in a ‘mock interview’ that helped him hone his interviewing skills.

In June, he was offered a position at a local supermarket earning \$10.00 per hour (a two dollar increase over his last job). He also received supportive services in the form of vouchers for the purchase of work clothes and boots.

Michael expresses his appreciation for all the assistance he received from staff and the services that were available to him. He’s especially happy about still being employed.



WIA Dislocated Worker Program

In accordance with Section 101 of WIA, a Dislocated Worker is defined as an individual who is 18 years of age or older, and falls under one of the following categories:

- **General Dislocated Worker:** An individual who has been terminated or laid off, or who has received a notice of termination or layoff from employment; is eligible for or has exhausted entitlement to unemployment compensation, and is unlikely to return to a previous industry or occupation, or has been employed for a duration sufficient to demonstrate attachment to the workforce, but is not eligible for unemployment compensation due to insufficient earnings, or having performed services for an employer not covered under a state unemployment compensation law; and is unlikely to return to a previous industry or occupation.
- **Plant Closure:** An individual who has been terminated or laid off, or has received a layoff, from employment as a result of any recent (two years or less) permanent closure of, or any substantial layoff (two or more workers) at a plant, facility or enterprise.
- **180 Days Prior Notice:** An individual employed at a facility at which the employer has made a general announcement that such facility will close within 180 days.
- **Self-Employed/Unemployed:** An individual who was self-employed but is unemployed as a result of general economic conditions in the community in which the individual resides or because of natural disasters.
- **Displaced Homemaker:** An individual who has been providing unpaid services to family members in the home, and has been dependent on the income of another family member, but is no longer supported by that income; due to death, divorce, legal separation, permanent job loss, permanent disability or other personal reasons causing economic hardship, and is unemployed or unemployed and is experiencing difficulty in obtaining or upgrading employment.

As in the Adult Program, clients are provided access to Core, Intensive, Training, Placement, and Post Follow-up Services. Priority of service will be provided to covered veterans who are eligible for Dislocated Worker Services as appropriate. Veterans will be given priority over non-veterans when spending limitations are in effect. The veteran's policy is not intended to displace the core function of the Dislocated Worker Program.

DISLOCATED WORKER PROGRAM CONTRACTORS:

For FY 2008-09, the WIA Dislocated Worker Program Contractors met or exceeded their planned enrollments, placements, exits, and training goals.

- 1,069 participants enrolled, 16% more than planned.
- 567 placed, meeting expectations.
- 694 exited, representing 104% of the planned amount.
- 346 were trained, representing 168% of the planned amount.

The following individual stories represent just a few of the many successes that participants experienced with support from our WorkSource Centers this past year.

MARIA C.

Maria, a single mom of a teenage son, was laid off in May 2008 from the data entry clerk position she held for 11 years. She has great marketable skills. Although she is computer literate, fluent in English and Spanish, possesses excellent customer service skills, data entry and office skills, she was unable to obtain employment.

Maria was diligent in applying for positions in the clerical field, but didn't get called back for interviews. She was receiving unemployment benefits, but was denied training. Noticing that many of the jobs required background in QuickBooks, her Case Manager suggested that she attend the QuickBooks Training Course. The eight-hour course was taught in the evenings by a certified QuickBooks instructor at the Arbor/East Los Angeles Employment & Business Center. The course normally costs \$40, but the fee was waived for her. After completing the course she received a certificate of completion and updated her resumé to include the training which opened up additional employment opportunities to her.

Because Maria is a shy person who prefers to obtain a 'back office' position rather than working in a job that requires a lot of public contact, the Employment Specialist assisting her focused on those specific types of jobs. Since she also needed help in enhancing her interviewing skills, a 'mock interview' was conducted that helped her build her confidence and acquire tips on how to respond to questions as well as what questions to ask of the potential employer. She also learned how to research the company prior to the interview.

"The mock interview helped me tremendously with my level of confidence," Maria stated. Although still nervous about interviewing, she adds that the training gave her the boost she needed to face the interviews head-on. She thanked staff for the support she received from everyone at the WorkSource Center, but especially to the individuals that personally worked with her.

In August 2009, Maria obtained employment as a Data Entry Clerk earning \$14.00 per hour. She is very happy that she is back in the workforce and no longer on unemployment.

JOSE A.

Jose, a skilled heavy duty mechanic, worked out-of-state, and moved to the Los Angeles area after being laid off from a well paying job in the early part of 2008. Upon his return he was referred to the Arbor/East Los Angeles Employment & Business Center.

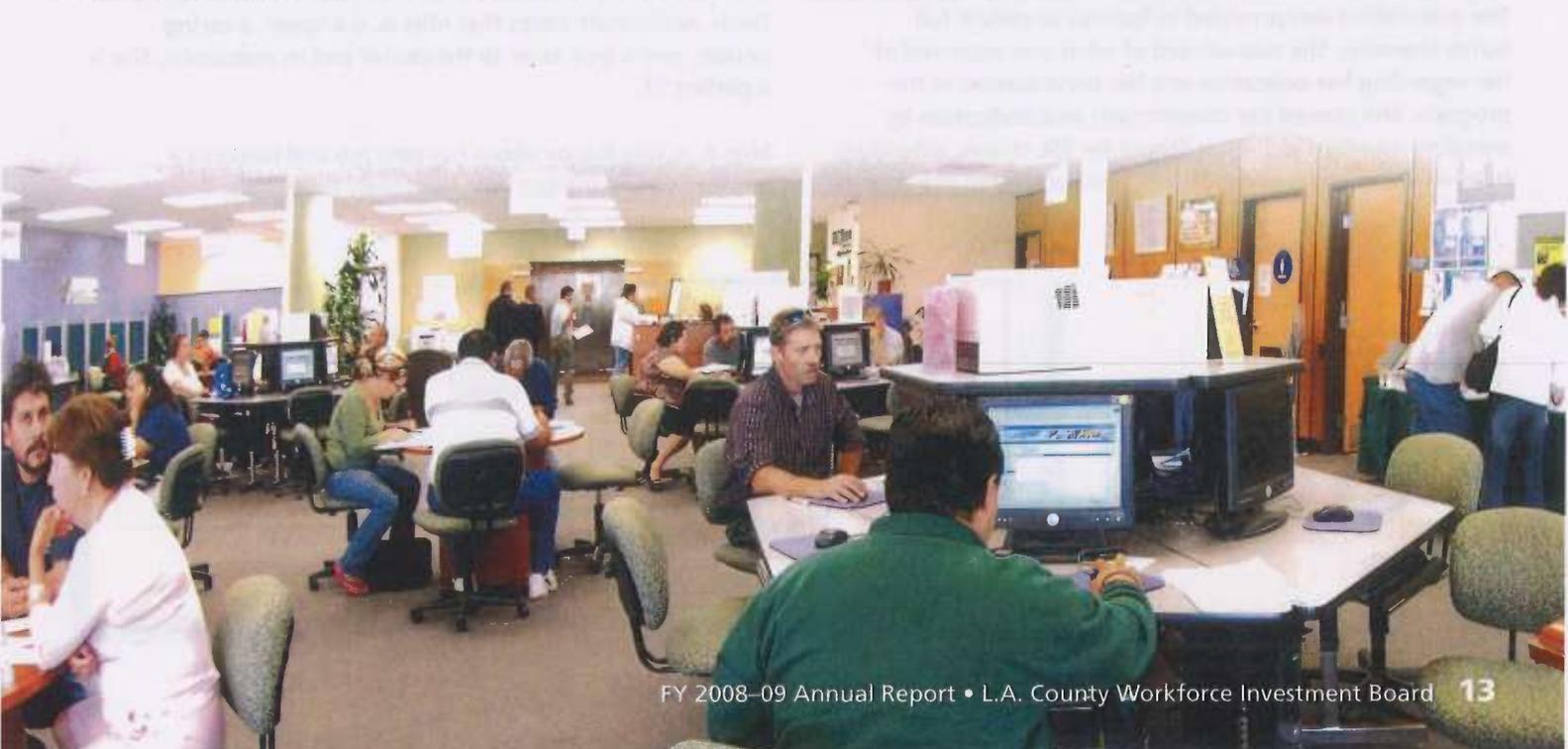
Jose visited our WorkSource Center in April 2009. He utilized the services in the Resource Room but was unable to secure employment. Staff recognized that he needed additional assistance. They talked with him about enrolling in WIA Core B services where he would receive further services and he agreed. After meeting with the Program Eligibility Specialist, he was enrolled in May.

He was assigned a Career Counselor who conducted an assessment to ascertain his skills level, employment interests and possible training opportunities. Jose said he was focused on finding employment. Working closely with his Career

Counselor and Employment Specialist, he created a functional resumé that highlighted his skills including language proficiency in English and Spanish, knowledge of computer software, customer service skills and diesel mechanic experience. He was also instructed on how to access and use labor market information for job searching.

He took full advantage of the services available to him. He was very discouraged about not being able to get a job, but remained determined to succeed. He participated in the skills enhancement workshops, 'mock interview', and followed up on every job lead that was provided to him. In September he accepted a position as a Diesel Mechanic earning \$20.00 per hour with benefits and an opportunity for a raise in his wage at the end of his 90-day probation period. He also received supportive services in the form of work boots and a gasoline card to get him through until he received his first pay check. Jose says that although he has the experience, he credits his ability to interview well directly to the assistance he received from WorkSource Center staff and the 'mock interview.' It boosted his confidence, helped him to interview well, and he landed a great job!

Success stories such as those of Maria and Jose validate the positive impact that the WIB's policies and the County's WorkSource Centers have had on many lives. The general and individual services and programs help to create paths to self-sufficiency, thereby strengthening families and communities.



WIA Youth Program

The Youth Program prepares youth between ages 14–21 for postsecondary educational opportunities, linking academic and occupational learning, career paths, and employment. Programs include tutoring, study skills training, and instruction leading to completion of secondary school (including dropout prevention), alternative school services, mentoring, paid and unpaid work experience — such as internships and job shadowing — occupational skills training, leadership development, and supportive services. Participants also receive guidance, counseling and follow-up services to encourage them to pursue post-secondary education.

Consider the success of “Miss A” who is like many teens who need guidance, support, and mentoring to better understand their employment and career options and develop a plan to fulfill their potential.

Miss A. is an exemplary youth who has overcome many challenges in her life to become a member of the workforce. She was born in the United States but raised in Mexico. She returned to the States at the age of 19 and found that there were many barriers keeping her from reaching her goals and aspirations such as financial difficulties and language barriers.

A family friend told her about the Archdiocesan Youth Employment (AYE) and encouraged her to apply. When she entered the AYE office she was greeted by a young person who assisted her in Spanish. Miss A. was encouraged by the friendly staff and she filled out an application on the spot. Two weeks later she was invited to attend a program orientation session.

The orientation was provided in Spanish to ensure full comprehension. She was advised of what was expected of her regarding her education and her participation in the program. She proved her commitment and dedication by enrolling into Garfield Adult School for ESL classes, attending both morning and evening classes. She completed the courses

THE WIA YOUTH CONTRACTORS:

For FY 2008-09, the WIA Youth Program Contractors' performance was as follows:

- Enrolled 2,345 youth, 106% of their planned amount
- Trained 78 participants
- Placed 380 youth
- 461 entered post secondary education

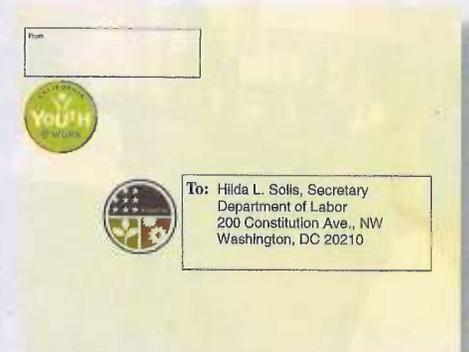
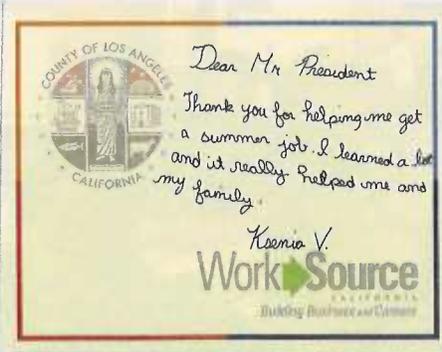
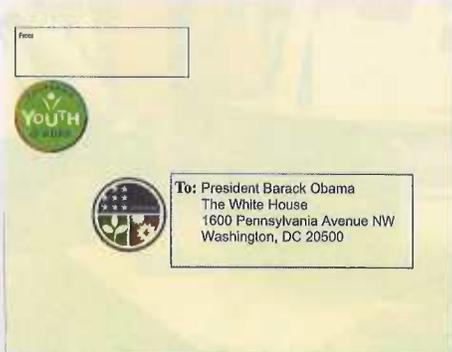
and her English skills continued to improve. AYE assisted with her educational expenses and provided her with a paid internship to Arbor/East Los Angeles Employment & Business Center. She was also provided with a clothing voucher to Ross Dress For Less store where she could purchase business attire.

Miss A. had worked for 160 hours, when an Arbor Manager notified the AYE Coordinator that she was a wonderful asset to the WorkSource Center and asked the coordinator if additional hours were possible so that she could continue her Internship with Arbor.

Since there was a possibility of hiring Miss A. as a part-time intake clerk for the WorkSource Center, an additional 40 hours of subsidized employment was granted to her. Miss A. was then hired as an Intake Clerk by Arbor/East Los Angeles Employment & Business Center, a L.A. County WorkSource Center.

Through her participation in the AYE program, Miss A. has gained many skills — tools that will help her throughout her life. In addition, her personal and professional growth is being enhanced though the numerous training opportunities available to her as a member of the Arbor WorkSource Center Team. Arbor staff states that Miss A. is a ‘gem’, a caring person, and a true asset to the center and its customers. She is a perfect fit.

Miss A. is very happy about her new job and being in a position where she can help her family financially.



Rapid Response

WORKER ADJUSTMENT AND RETRAINING NOTIFICATION (WARN)

On January 1, 2003, California-specific Worker Adjustment and Retraining Notification (WARN) requirements became law. These Labor Code provisions expand upon requirements in the 1989 federal WARN legislation. In 2008-09, \$682,000 was received to support the County's Rapid Response Program.

WARN requires employers to give affected employees and other state and local representatives notice 60 days in advance of a plant closing or mass layoff. Advance notice provides employees and their families some transition time to adjust to the prospective loss of employment, to seek and obtain alternative jobs and, if necessary, to enter skills training or retraining that will allow these employees to successfully compete in the job market.

California Labor Code mandates employers who close a Plant, layoff or relocate 50 or more employees within a 30-day period, regardless of percentage of work force, must file a WARN with the local City or County elected official, who forwards it to the local Workforce Investment Board to coordinate rapid response services and contractors to address the dislocation events specified in these notices

What Happens After an Employer Files a WARN Notice?

The Employment Development Department (EDD) has Rapid Response Teams to assist employers and workers during a mass layoff or plant closing. These teams collaborate with the Local Workforce Investment Area to disseminate information on the adult and dislocated worker services available through WorkSource Centers and Unemployment Insurance programs.

Local Workforce Investment Areas, such as the County of Los Angeles, work closely with the State to deliver rapid response services. As the administrator for the County's

In FY 2008-09, 81 companies received Rapid Response services in Los Angeles County. Of these companies:

- 65 issued Worker Adjustment & Retraining Notification (WARN) notices. The other affected companies did not issue WARNs.
- Of the 8,039 employees affected, 3,356 employees were provided Rapid Response services.

HOW RAPID RESPONSE WORKS

Information is provided to the affected employees on the first three items with the remaining items covered by the Center:

- Unemployment insurance
- How to utilize CalJOBS to find employment
- Labor market information
- Case management services and career counseling
- How to access free Internet services
- Resumé assistance
- Skills training
- Employment workshops
- How to locate WorkSource Centers

WIA program, Community and Senior Services (CSS) receives employer notices issued in compliance with the federal and State requirements. CSS and/or contractors may also receive notices of impending layoffs directly from companies, other WorkSource Centers, individuals and other sources when less than 50 employees are affected. These are known as Non-WARN's.

Rapid Response Services to Businesses and Individuals Services are available for both employers and employees transitioning through downsizing or plant closures. Rapid Response is a pro-active, business-focused, and flexible strategy designed to respond to layoffs and plant closings by quickly coordinating services and providing immediate aid to companies and their affected workers. Rapid Response teams will work with employers and any employee representative(s) to quickly maximize public and private resources to minimize disruptions associated with job loss. Rapid Response can provide customized services on-site at an affected company, accommodate any work schedules, and assist companies and workers through the painful transitions associated with job loss.

The Los Angeles area Rapid Response teams include Layoff and Workforce Development Specialists, WorkSource Center Representatives, Labor Unions (when applicable) and Employment Development Department (EDD).



American Recovery and Reinvestment Act of 2009

In response to the national unemployment crisis, early in 2009, the Federal government created the American Recovery and Reinvestment Act (ARRA) Stimulus Program to jumpstart the economy and put people back to work. As part of this large national commitment of \$2.9 billion in WIA formula grant funding, the Los Angeles County WIB was designated to receive \$33.7 million in WIA funds for adult, dislocated worker, youth, and rapid response programs. This one-time funding created a window of opportunity to provide subsidized employment and job training opportunities for unemployed individuals in the public, private, and non-profit sectors.

Given that ARRA encouraged channeling funds through existing programs and to not create new mechanisms, the WIB is utilizing existing contracts and program infrastructure. The current network of 16 WorkSource Centers and 18 youth provider agencies rapidly geared up to serve an anticipated 1500 to 1800 adults and dislocated workers as well as 5000 youth. Implementation of the Stimulus program is in addition to the regular WIA program with the expectation that the majority of funding be expended during 2009.

Emphasis for the WIA Adult and Dislocated Worker Stimulus Funding includes occupational training with institutional/classroom programs, delivered by public and private schools on the WIA Eligible Training Provider List (I-TRAIN) and work-based programs, which include customized training and on-the-job programs.

A significant portion of the WIA Youth Stimulus funding will create and expand subsidized work experience opportunities for youth during the summer of 2009. In addition, WIA funding will also offer youth traditional educational and career development services throughout the duration of the grant.

Special County ARRA-funded projects include allocation of WIA stimulus funding to the Florence-Firestone Demonstration Project for intensive workforce development services to youth and adults; a High-Growth and High Demand Jobs initiative with community colleges and universities; development of a DPSS Subsidized Employment Project whereby the WIA Summer Youth Program would provide subsidized employment for DPSS TANF and GR youth in work experience/internship positions in County departments and other public agencies; a General Relief young adult job training project; coordination with the County-Wide Gang Suppression Strategy, Coordination of WIA and Older American Title V Employment Programs; and regional coordination with the Los Angeles Regional Workforce Collaborative.

WIA ARRA 2009 STIMULUS FUNDING



Los Angeles County Supervisors Chair Don Knabe announces the availability of ARRA funding at April 2009 press conference. County officials in attendance include, left to right, Trish Ploehn, Director, Department of Children and Family Services; William T Fujioka, Los Angeles County CEO; Phillip Browning, Director of the Department of Public Social Services; Margurite Womack, United Way; and Cynthia Banks, Director, Community and Senior Services.

ARRA 2009 Summer Youth Employment Program

The County's Summer Youth Employment Program (SYEP) was launched in May 2009 as a result of President Obama's ARRA stimulus funding. SYEP created subsidized employment opportunities and supportive services for youth, ages 14-24, during the summer of 2009. The Los Angeles County Workforce Investment Board set the goal of employing at least 5,000 young people in summer jobs. Youth were placed with employers such as local government offices, community-based organizations, and at several L.A. County departments including Community and Senior Services, Fire, and Registrar-Recorder. Special recognition goes to L.A. County Parks and Recreation which employed over 180 youth and L.A. County Probation which placed over 220 youth this summer.

While the final numbers are not yet in, preliminary figures as of mid-October indicate that over 5,600 young people were placed in summer jobs. These included 3,237 (58%) who are still in school and 2,367 (32%) who are out-of-school youth; 1,451 youth who were food stamp/cash aid recipients; 45 youth ex-offenders; 404 who are in foster care; 381 disabled youth; 151 homeless youth; and 15 runaways.

Preliminary results are in and the County is well on its way to reaching its employment goals. Early SYEP program enrollees include Cody B, an LA Works SYEP participant who is a special education at-risk student. His expressed interest in working outdoors landed him a position at the Fairplex in the horticulture department where efforts were underway to spruce up the "Enchanted Forest" exhibit in time for the County Fair. After receiving needed training, he created koi ponds and assisted in thinning out overgrowth and replanting, performing such a great job that his supervisor is trying to get him employed by the U.S. Forestry or in local city jobs that might be available after Cody's graduation from high school. Because of SYEP, Cody now has a career path available to him which would not have been available to him otherwise — the goal of ARRA and the WIB.



I would like to give a brief description of my work assignment. First, I want to begin by thanking SASSFA for giving me the opportunity to work this summer at the number one fire station in Santa Fe Springs. This was my first time getting work experience so I really did not know how to go about getting a job. However, the orientations that SASSFA provided were very informative and helpful. They taught me what and what not to say at interviews. They also taught me what the appropriate dress code is and more. I chose the fire department because I want to do something in law enforcement, so this was a good step for me to take. My learning experience was answering office phones, filing, and just the general office duties. I even got to ride in the fire truck. In closing, I want to thank SASSFA and all of its members for a wonderful work experience.

Sincerely,
Andrea Veas

My name is Cynthia Cazarez, and I am 20 years old living in Whittier. I just got hired by L.A. CADA and I really like working there, because I have learned a lot. I love the environment there and how they treat everybody the same without any type of discrimination. I love all the new things I have learned there from the littlest thing like how to use a typewriter to working with clients. In the future, I see myself getting my Bachelors degree, as well as my Masters and hopefully becoming a parole officer. Thanks to L.A. County and the SASSFA Summer Youth Program, this is now my second year participating in the program. This has been my lucky year because I was hired on by L.A. CADA, which is the company that I originally was hoping to work for. I really enjoy working for LA CADA and am continuing to learn a lot.

Sincerely,
Cynthia Cazarez

National Emergency Grant

During 2008-09, Los Angeles County again experienced devastating destruction from wildfires. These natural disasters resulted in emergency declarations by the Governor of California and President of the United States. The Los Angeles County WIB received \$2 million in National Emergency Grants (NEG) in 2008-09, \$1.7 million in additional funds for the 2007 fires and \$318,000 for the 2008 fires.

The NEG grants received to date (including those received for the 2007 forest fires) continue to be for the cleanup and restoration of public areas damaged by the fires. The most exciting project thus far has been the total restoration of the Los Cantiles Day Park in Bouquet Canyon in the Angeles National Forest area above Santa Clarita which is expected to re-open by the end of 2009. As this park was designed to meet the needs of the developmentally disabled, when it reopens, its availability will benefit many who would not otherwise have access to forest areas.

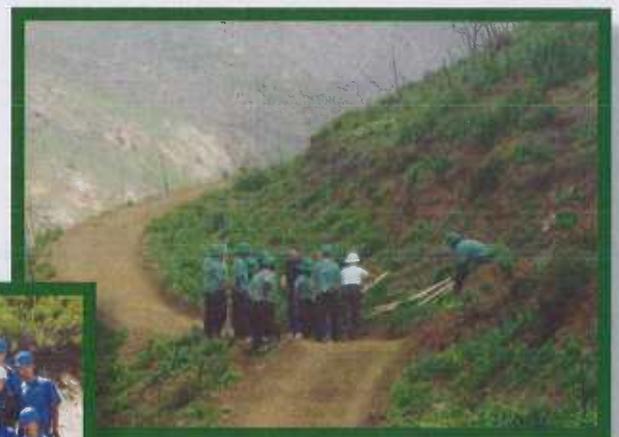
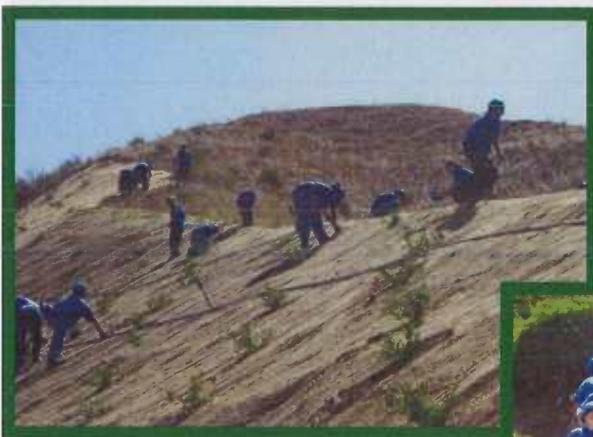
This brings the NEG grants which the L.A. County WIB oversees to over \$3.5 million. The Governor has declared the September 2009 Station Fire an emergency in order to pursue other federal funds. For NEG funds to be granted to the WIB, there still needs to be a Presidential declaration, an application made by the Employment Development Department to the Department of Labor (DOL), and an approval by DOL. If this process occurs, there is potential to receive the largest NEG grant ever overseen by the WIB as a

NATIONAL EMERGENCY GRANT OVERVIEW:

- Over 247 long-term unemployed workers participated
- Primarily between ages 18-30
- Temporarily work up to 1066 hours or six months
- May earn \$12,000 in wages (whichever comes first)
- Receive CPR training
- Learn techniques for tree planting and landscaping
- Gain valuable experience to put on their resumé

result of the largest fire Los Angeles County has ever had for which NEG funds could be used.

During 2008, five areas in the County were restored to their original condition in the Santa Monica Mountains and the Angeles National Forest, allowing these areas to be re-opened to the public. Due to the Station Fire, additional areas are awaiting this valuable effort. NEG employment programs benefit the restoration of the environment following a natural disaster. Given the severity of the natural disasters that California experiences each year, this program provides valuable work experience and training to individuals who are able to pursue employment and careers in diverse fields such as conservation, forestry and environmental sciences to protect California's wildlife and pristine environment.



WIB COMMITTEES AND COUNCILS

The Workforce Investment Board (WIB) has six committees and two councils. The Youth Council is mandated by the Workforce Investment Act of 1998. The Mature Worker Council, established in 2002 by the L.A. County Workforce Investment Board, was the first of its kind in the United States. Each of the Councils serves as an advisory body. Council members are appointed from the WIB and each Council may also include public members with subject matter expertise.

- Executive Committee
- Business Services/Marketing Committee
- Certification and Quality Committee
- Intergovernmental Relations Committee
- Finance Committee
- Bylaws and Nominations Committee
- Mature Worker Council
- Youth Council

Executive Committee

Dr. Dennis Neder, Chair

Fred Smith, Vice Chair

Paul Kral, Secretary

John Addleman, Treasurer & Chair, Finance Committee

Richard Nichols, Immediate Past Chair & Chair, Business Services/Marketing Committee

Jerry Gaines, Chair, Intergovernmental Relations Committee

Ted Anderson, Chair, Mature Worker Council

Mike Patel, Chair, Bylaws & Nominations Committee

Corde Carrillo, Chair, Certification & Quality Committee

Beverly A. Williams, Chair, Youth Council

Frank Roberts, Director-at-Large

Laurel Shockley, Director-at-Large

Del Walker, Director-at-Large

Irshad Haque, Director-at-Large

RESPONSIBILITIES

The WIB Executive Committee meets on the second Thursday of each month, except in January, May, July and November when the full membership meets. The Executive Committee has the authority to act on all matters on behalf of the full membership, except for amendments to the bylaws and membership related decisions.

THE WIB EXECUTIVE COMMITTEE:

- Approves the annual budget.
- Develops and submits a Local Area Plan each year to the State of California Employment Development Department (EDD).
- Provides oversight of all fiscal and program performance, adopts policies, and issues directives to improve delivery of services and enhance program performance outcomes.
- Approves fiscal and program policy recommendations from the WIB's five Committees and two Councils, and submits its recommendations, where appropriate, to the Board of Supervisors for final approval.
- Identifies eligible providers of training services, youth activities and intensive services.

Business Services/Marketing Committee

"If we assist business, we assist employees." — WIB Secretary Paul Kral



Richard Nichols,
Chair

Richard Nichols, Chair
Joyce Loudon, Vice Chair
Ted Anderson
Vance Baugham
Richard Dell
Dr. Dennis Neder
Mike Patel
Laurel Shockley
Sal Velasquez
Del Walker
Dr. Rex Yu

During 2008-09, the Business Services/Marketing Committee:

- Provided Business Outreach/Job Development consultation services
- Convened "Meeting of the Minds" symposiums in the Antelope Valley (August 2008), San Gabriel Valley (January 2009) and Florence Firestone (June 2009), See page 8.
- Participated in the May 2009 Business Conference "Stepping Forward: Mobilizing Community Resources in the New Economy," a followup to the August "Meeting of the Minds," See page 8.
- Supported development of the Veterans Priority Training Pilot Program, see page 9.

SPOTLIGHT ON BUSINESS SERVICES FOR EMPLOYERS

The WIB's Business Services/Marketing Committee is committed to the provision of a variety of services to employers through its countywide network of WorkSource Centers:

- Applicant screening/referral
- Business closure assistance
- Customized training
- Enterprise zone tax credits
- Entrepreneurial training
- Job placement assistance
- Labor market information
- Training subsidies
- On-the-job training

In addition, the WIB has made a concerted effort to connect small and large businesses that are seeking qualified and trained employees with our network of WorkSource Centers by contracting with Business Outreach/Job Development Consultant Bennett Streb & Associates. In 2008-2009, Bennett Streb contacted over 8,000 businesses linked to WorkSource Centers throughout Los Angeles County. In addition to County

WorkSource Centers benefiting from the important business contacts resulting from this effort, this outreach has raised the profile of the L.A. County WIB and our WorkSource Centers in the business community and among employers. Increased communication with employers and businesses has resulted in greater awareness and appreciation of the free resources and services available to businesses by our WorkSource Centers and staff.

"In our changing times, identifying workforce needs is at the forefront," says Richard Nichols, Business Services/Marketing Chair. "Each time we put a business together with a new employee, we feel gratified that our efforts have made a difference."

The following example highlights the important relationship of the WorkSource Centers with businesses in the local communities.

LA WORKS MILLER-COORS, IRWINDALE

When Miller-Coors recently posted job openings for production positions, they expected a high level of response. Anticipating numerous resumé to review, Rick Salazar, Miller-Coors Employee Relations Manager, contacted LA Works, a Los Angeles County WorkSource Center, for assistance.

"We met Mario Rodriguez from LA Works at a Chamber event, and were interested in how they could help us with selection and recruitment," Salazar stated.

Salazar and Sharon Gonzalez (Miller-Coors Senior Administrative Assistant) coordinated with LA Works Employment Training Specialists Howard Luong and Martha Leyva to utilize LA Works' facilities for assessing and interviewing candidates. LA Works staff recommended several LA Works customers. The result was a win-win for all parties involved.

"We hired several highly-qualified production workers through the process and are very pleased with the results," remarked Salazar.

Salazar recently donated his time as a guest speaker at LA Works, providing valuable tips to several highly attentive job seekers.

"The possibilities of this partnership are exciting," stated Leyva. "Most importantly, people are finding and retaining employment at an outstanding company."

Certification and Quality Committee



Corde Carrillo

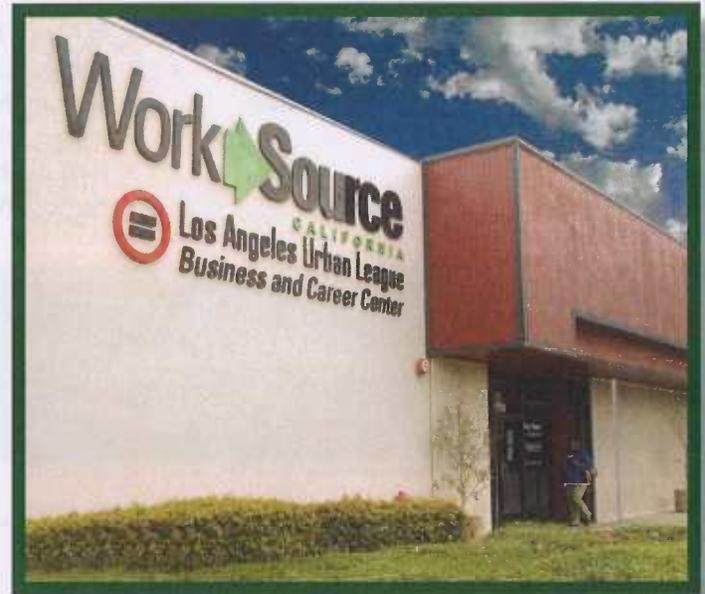
Corde Carrillo, Chair
Stan Lee, Vice Chair
Wan Chun Chang
Paul Kral

The Los Angeles County Workforce Investment Board manages the development and operation of all WorkSource Centers that it funds to provide WIA services as part of a One-Stop delivery system.

Certification of a WorkSource Center, as required by law, is the mechanism by which the WIB ensures that services provided are comprehensive, of high quality and are equally accessible by both job seeker and employer customers. The Certification and Quality Committee is responsible for certifying full-service and satellite centers.

General Certification Policies include:

- Utilizing a process based on criteria adopted from the Baldrige National Quality Program: Leadership, Strategic Planning, Customer and Market Focus, Information and Analysis, Human Resource Development and Management, Process Management and Business Results.
- A full-service WorkSource Center must provide all of the core services of the mandatory partners (as defined by WIA) available at the center and be co-located with the State of California Employment Development Department (EDD).
- All WorkSource Centers must have a working Resource Sharing Agreement (RSA) and operational Memorandum of Understanding (MOU) signed by all partners.
- All WorkSource Centers must be fully accessible to customers with disabilities and in compliance with the Americans with Disabilities Act of 1990. This includes both physical and program accessibility. Each Center is required to have a designated Disability Coordinator.



All certified WorkSource Centers are subject to review that is conducted at regular intervals through the certification period (two years). This review is not limited to monitoring, secret shopper visits, review of MOUs and RSAs, review of Continuous Quality Improvement (CQI) processes and adherence to the strategic plan presented by the agency in the application for certification. A technical assistance report is issued subsequent to the review.

RECERTIFICATION

Full-service and satellite centers applying for recertification must undergo a review/validation process facilitated by L.A. County Workforce Investment Board staff, upon which recommendations will be made to the Certification and Quality Committee. This process includes a review of the improvements made as a result of the Technical Assistance report provided to the Center at the time of the initial certification and verification of a demonstrated improvement in the quality standards assessed at the time of a certification.

During 2008-09, the Committee recertified two WorkSource Centers: East Los Angeles WorkSource Center/Arbor, and Chicana Service Action Center.

"The Certification and Quality Committee has been in the unique position to witness first-hand the dedication of the management and staff of the WorkSource centers," says Committee Chair Corde Carrillo, adding "given our experience, I am optimistic that the WIB and our WorkSource Center partnership will be able to successfully overcome the daunting challenges to workforce development presented by the current economy."

Intergovernmental Relations Committee



Jerry Gaines

Jerry Gaines, Chair
Ted Anderson, Vice Chair
Doug Barr
Richard Nichols
Meredith Perkins
Helen Romero Shaw
Dr. Rex Yu

In keeping with the WIB's goal to engage strategically with elected officials from all levels of government, the Intergovernmental Relations Committee:

- In March 2009, a delegation visited Washington D.C. and met with cabinet members, members of Congress, and other senior Administration officials, to share how their investment in employment development had a positive impact on constituents.
- Held quarterly briefings with Board of Supervisors' Deputies;
- Participated in the Los Angeles Regional Workforce Systems Collaborative

"I am so pleased that our relationships with Congress and the Administration have played a key role in the building of relationships critical to the revitalization of the Workforce Investment System," says Committee Chair Jerry Gaines. "Keeping the WIB's visibility in the forefront is key to our success, because ultimately it boils down to how much funding we are allocated."

Bylaws and Nominations Committee



Mike Patel

Mike Patel, Chair
Ted Anderson
Paul Kral
Stan Lee
Richard Nichols
Beverly Williams

The Bylaws and Nominations Committee makes recommendations to the WIB for appointments of new members, as well as the renewal of current members. The committee makes its recommendations to the full WIB for its approval and the full Board-approved candidates are then forwarded to the Board of Supervisors for final appointment. Direct appointees of the Board of Supervisors are not subject to review by the Bylaws and Nominations Committee or WIB.

The Committee also periodically reviews the WIB Bylaws to keep them updated and to propose amendments for approval by the full WIB.

Bylaws and Nominations Committee Highlights

- Conducted a major review of the WIB's Bylaws, and WIB Operating Policies and Procedures. Determined that the two documents could be effectively merged into one streamlined governance policy document to eliminate duplications, inconsistencies, or conflicting policies and procedures, without changing any requirements mandated by the Board of Supervisors.
- Recruited and recommended new members to bring Labor Union representation on the WIB in compliance with Senate Bill 293, which mandates that local WIBs maintain a minimum of 15% of members representing Labor Unions.
- Recruited new members to fill all but one vacant seats on the WIB Youth Council.
- Continued to review the WIB's Bylaws and WIB Operating Policies and Procedures.

Finance Committee



Mayor John Addleman

John Addleman, Chair
Fred Smith, Vice Chair
Dr. Dennis Neder
Richard Nichols
Mike Patel
Del Walker

The Finance Committee oversees the WIB's financial planning and expenditures, reviews quarterly and annual financial and program performance, approves the annual budget and recommends final adoption of the budget by the Executive Committee. The Finance Committee also approves funding allocations that are distributed to contract agencies based on census data such as poverty levels, unemployment, and underemployment.

Mature Worker Council



Ted Anderson

WIB Members:
Ted Anderson, Chair
Dr. Rex Yu, Vice Chair
C. Joseph Chang
Richard Nichols
Helen Romero Shaw

Non-WIB Members:
Glenna Amos
Helen Dennis
Dr. Pamela K. Gefke
Susanne Ko
Linda Lee
Carmen Reyes

It is often said that seniors are one of our nation's most valuable human resources. According to the Los Angeles County Area Agency on Aging, there are several million residents in L.A. County who are aged 60 years or older. As the baby boomer generation continues to join these ranks, the numbers will increase even more. The economic crisis has forced many to reconsider retirement and forced many to extend their working careers and pushed even more to return to the workforce.

The Los Angeles County WIB is proud to have established the first Mature Worker Council in the nation, in 2002, which is dedicated to advocacy for the older worker and to address the continuum of employment related services for the baby boomer generation.



In follow-up to the WIB's support for projects focusing on the opportunities and benefits of hiring older workers, the Council:

- Launched Phase 1 of the Mature Worker Pilot Project: A Technical assistance and capacity building project in which a comprehensive curriculum is being developed to complement the existing efforts of WorkSource Center staff to support the employment service needs of mature workers and encourage businesses to better appreciate the wealth of experience and unique talents and skills that mature workers bring to a work environment.
- Phase 2 will include implementation of this new training curriculum at all of the County-funded WorkSource Centers, and development of strategies to utilize all available technologies to increase access and utilization of this important new resource.

Exploring new strategies for creating new employment opportunities and information resources for mature workers is foremost in the efforts of long-time WIB member, Ted Anderson, who spearheaded the creation of the Mature Worker Council. "I am pleased that government agencies such as the Department of Labor recognize the need and are now making funds available to support the senior workforce", says Ted. "The recession has demonstrated that older workers are competing in the workforce for the same jobs as a younger displaced worker. Combine this with the aging out of the baby boom generation, and we have even greater challenges before us, which the WIB is seeking to address."

Youth Council



Beverly Williams

WIB Members:
Beverly A. Williams,
Chair (Business)
Larry Caldwell, Vice
Chair (Labor Union)
Joyce Loudon (Job
Corps)
Dr. Patricia Ramos
(Education)
Paula Starr (Native
Americans)

Non-WIB Members:

Dr. Cecily Betz (Human Service Agency)
Connie Chan (Human Service Agency)
Dr. Jeff Dorsey (Foster Youth)
Daniel Oaxaca (Organization that has
Experience Relating to Youth Activities)
Natalie Salazar (Juvenile Justice and Local
Law Enforcement)
Yevgine Yesayan (Former WIA Youth
Program participant)
Shelly D. Thompson (Local Public Housing
Authority)
Parent of WIA Participant (pending
appointment)

The Workforce Investment Act of 1998 calls for the establishment of youth councils to serve as subgroups of Local Boards. To broaden participation in the design and delivery of youth services at the local level, youth councils recommend and coordinate policies and programs related to the development of youth employment and training.

Membership consists of local board members representing education, employers and human service agencies; juvenile justice and local law enforcement agencies; local public housing authorities; parents of eligible youth seeking assistance; former participants and representatives of organizations that have experience relating to youth activities; Job Corps; and other individuals determined to be appropriate.

Purposes

- Improve efficiency and quality of youth services;
- Identify duplication and gaps in services and activities offered to area youth;
- Emphasize the importance of continuity of services provided;
- Create opportunities for youth that move beyond traditional employment and training services;
- Infuse such principles as preparation for postsecondary opportunities and linkages between academic and occupational learning;
- Infuse appropriate follow-up services into area youth systems;
- Forge connections to the local job market;
- Develop portions of the local plan related to eligible youth;
- Advise the local board on the most appropriate services for youth 18 and older;
- Coordinate youth activities in a local area;
- Recommend eligible youth service providers;
- Conduct oversight of eligible service providers of youth activities;
- Track the performance of youth participating in specific services and apply such performance data to local efforts toward continuous improvement; and
- Carry out other duties as authorized by the Local Board Chair.

YOUTH COUNCIL HIGHLIGHTS

- During 2008-2009, the Council actively recruited new members to fulfill requirements of its restructuring, and is fortunate to have secured the expertise of Daniel Oaxaca (San Gabriel Valley Conservation Corps), Dr. Patricia Ramos (Acting Dean, Workforce Development and Occupational Education, Santa Monica College), Shelly Thompson (County of Los Angeles Community Development Commission) and Yevgine Yesayan (Archdiocesan Youth Employment Services).
- Launched L.A. County WIB Youth Council Operating Procedures.
- The Los Angeles County Board of Supervisors allocated \$6.5 million in FY 2008-09 to the Los Angeles County 2008 Youth Jobs Program with the goal of providing approximately 3,600 youth with 100 to 140 hours of paid work experience to youth between ages of 14-21 who are low-income, "at-risk", foster youth, or reside in CalWORKs households. The Youth Council actively participated in the 2008 L.A. County Youth Jobs Program and Cross Cluster Collaborative, which served over 4,000 participants, of which over 1,000 were receiving CalWORKs, 245 were foster youth and over 150 were on probation.
- The WIB allocated \$130,000 to the Florence-Firestone Demonstration Project to provide intensive workforce development services to youth and adults in this community. At request of County CEO, WIB allocated additional \$450,000 from WIA Stimulus funds for 2009-10.

"I am honored to serve as Chair of the Youth Council and humbled by the vast level of experience and expertise garnered in the individual council members. The Council is optimistic about the significantly enhanced funding provided by the federal government to serve our youth through the Stimulus program. We look forward to tracking the results of this monumental effort in the months ahead. Further, the Council continues in forward movement as it aims to positively impact collaboration of partnerships that effectively enhance youth career development outcome. "

WorkSource Centers Funded by the Los Angeles County WIB

Antelope Valley
1420 West Avenue I
Lancaster, CA 93534
(661) 726-4165
www.av.worksource.ca.gov

Career Partners
3505 North Hart Avenue
Rosemead, CA 91770
(626) 572-7272
www.careerpartners.org

Chicana Service Action Center
3601 East First Street
Los Angeles, CA 90063
(323) 264-5627

Central San Gabriel Valley
11635 Unit G Valley Blvd.
El Monte, CA 91732
(626) 258-0365
www.goodwillsocial.org

Compton CareerLink
700 North Bullis Road
Compton, CA 90221
(310) 605-3050
www.comptoncity.org/career/
career.html

East L.A. Employment and
Business
5301 Whittier Blvd.
Los Angeles, CA 90022
(323) 887-7122
www.worksourcecalifornia.
com

El Proyecto del Barrio/SCV
9024 Laurel Canyon Blvd.
Sun Valley, CA 92352
(818) 504-0334
www.epdb.org

Foothill Employment &
Training Connection (WIB)
"Serving the Residents of
Altadena"
1207 East Green Street
Pasadena, CA 91006
(626) 796-5627
www.foothilletc.org

Hub Cities
2677 Zoe Avenue, 2nd Floor
Huntington Park, CA 90255
(323) 586-4700
www.hubcities.org

JVS West Hollywood
5757 Wilshire Blvd.,
Promenade 3
Los Angeles, CA 90036
(323) 904-4900
www.jvsla.org

L.A. Works
5200 Irwindale Ave., Suite 130
Irwindale, CA 91706
(626) 960-3964
www.laworks.org

L.A. Urban League City of
Pomona
264 East Monterey Avenue
Pomona, CA 91767
(909) 623-9741
www.laul.org

L.A. Urban League Business
and Career
12700 South Avalon Blvd.
Los Angeles, CA 90061
(323) 600-1106
www.laul.org

Northeast San Fernando
Valley
11623 Glenoaks Blvd.
Pacoima, CA 91331
(818) 890-9400
www.wsca.cc/default.aspx

Santa Clarita
20655 Soledad Canyon Road.
Unit 25
Santa Clarita, CA 91351
(661) 424-1062
www.scworksource.com

SASSFA
10400 Pioneer Blvd.
Santa Fe Springs, CA 90670
(562) 946-2237
www.sassfa.org

SASSFA-Paramount
Employment & Training
15538 Colorado Avenue
Paramount, CA 90723
(562) 633-9511
www.sassfa.org

South Valley
1817 East Avenue Q,
Unit A-12
Palmdale, CA 93550
(661) 265-7421
www.cityofpalmdale.org/svwc

West Los Angeles
13160 Mindanao Way,
Suite 240
Marina del Rey, CA 90292
(310) 309-6000
www.jvsla.org

Youth Service Providers Funded by the Los Angeles County WIB

Asian American Drug Abuse
Program, Inc. (AADAP)
5318 S. Crenshaw Blvd.
Los Angeles, CA 90043
(323) 293-6284
www.aadapinc.org

AYE of Catholic Charities of
Los Angeles
3250 Wilshire Blvd., Suite 1010
Los Angeles, CA 90010
(213) 736-5456
www.catholiccharitiesla.org

Career Partners-Rosemead
3505 N. Hart Avenue
Rosemead, CA 91770
(626) 572-7272
www.careerpartners.org

Compton CareerLink
700 N. Bullis Road
Compton, CA 90221
(310) 605-5586
www.comptoncity.org/career/
career/html

Communities in Schools
17625 S. Central Ave., #E
Carson, CA 90746
(310) 637-7422
www.cisnet.org

Door of Hope
1414 S. Atlantic Blvd.
Los Angeles, CA 90022
(323) 262-2777
www.doorofhopecc.org

Foothill Employment &
Training Connection
1207 E. Green Street
Pasadena, CA 91106
(626) 584-8381
www.foothilletc.org

Goodwill Industries
342 San Fernando Road
Los Angeles, CA 90031
(323) 221-1211
www.goodwill.org

Hub Cities Consortium
2677 Zoe Ave.
Huntington Park, CA 90255
(323) 586-4720
www.hubcities.org

Jewish Vocational Services
(JVS)
6505 Wilshire Blvd.
Los Angeles, CA 90048
(323) 761-8888
www.jvsla.org

Los Angeles County Office of
Education (LACOE)
3055 Wilshire Blvd., Suite 1100
Los Angeles, CA 90010
(562) 803-8203
www.lacoe.edu

L.A. Works
5200 Irwindale Ave., Suite 210
Irwindale, CA 91706
(626) 960-3964
www.laworks.org

Maravilla Foundation
5729 Union Pacific Ave.
Commerce, CA 90022
(323) 869-4528
www.maravilla.org

Mexican American
Opportunities Foundation
(MAOF)
972 S. Goodrich Blvd.
Commerce, CA 90022
(323) 890-1555
www.maof.org

Southeast Area Social
Services Funding Authority
(SASSFA)
10400 Pioneer Blvd.
Santa Fe Springs, CA 90670
(562) 946-2237
www.sassfa.org

Special Services for Groups
(SSG)
19401 S. Vermont Ave.,
Suite A-200
Torrance, CA 90502
(310) 323-6887
www.ssgmain.org

Watts Labor Community
Action Center (WLCAC)
10950 S. Central Ave.
Los Angeles, CA 90059
(323) 563-5639
www.wlacac.org



LOS ANGELES COUNTY COMMUNITY AND SENIOR SERVICES

3175 West Sixth Street
Los Angeles, CA 90020

LOS ANGELES COUNTY WORKFORCE INVESTMENT BOARD

www.worksourcecalifornia.com
(213) 738-2597

