

EWDD'S WEEKLY UPDATES



SUCCESS STORIES WEEK OF FEBRUARY 28, 2022



WOMEN'S HISTORY
MONTH



EWDD celebrates
Women's History Month

YOUTHSOURCE CENTERS HELP YOUNG ANGELENOS THRIVE

EWDD partner Para Los Niños (PLN) operates YouthSource Centers in the City's Westlake and Northeast Los Angeles neighborhoods. This week, EWDD Updates features stories about how PLN guided several young Angelenos toward paid internships and job training opportunities. The internships were funded through Mayor Eric Garcetti's youth hiring initiative, Hire LA's Youth. Students can learn more about the City's internship and job training opportunities at any of the City's 14 YouthSource Centers.

For more information about EWDD's YouthSource internship and job training programs and to contact the center nearest you, visit bit.ly/EWDDYouthSource.



FACEBOOK CAREER CONNECTIONS

In partnership with Hire LA's Youth, [Facebook's Career Connections program](#) offers training to digitally-minded youth for internships with local small

businesses. Youth interns are paired with a Facebook employee, where they receive social media and direct marketing training, along with one-on-one mentoring sessions. The interns also receive a Facebook Digital Certification.

[Jose Sarabia](#) (pictured above) was born and raised in Boyle Heights. He is a first generation college student whose parents immigrated to the United States in hopes of providing better opportunities for their children. Jose struggled to transition into college and had a hard time looking for a career and educational opportunities to grow. In April 2021, Jose joined the Para Los Niños (PLN) [YouthSource Center \(YSC\)](#) after learning about the program from his sister and through the [City of LA's College Promise Works program](#) at East Los Angeles College. Prior to joining Para Los Niños, Jose did not have any work experience and he hoped PLN could help him expand his skills and gain experience. At the time, Jose and his family were experiencing financial hardship and struggled to pay their bills, including rent. He hoped that enrolling in a paid internship program would alleviate some of his family's financial stress and expand his support network.

Within the month, Jose joined more than 40 youth interns to participate in Facebook's Career Connections. He underwent an extensive four-week training to learn more about the digital marketing field. Jose was partnered with a mentor from Facebook that helped him solidify his skills during their weekly check-ins. He learned how to navigate and how to best utilize Google, Facebook, and Instagram ad accounts. Jose was matched with a small business for his internship, which allowed him to strengthen his communication skills and acquire valuable new skills, such as promoting and creating content.

After completing the Facebook Career Connections program, Jose is continuing to further his education with the goal of transferring to a four-year university. He aims to obtain a Bachelor's degree in Administration of Justice and to be the first in his family to earn a degree. Jose's internship provided him with work experience and has allowed him to help his family financially. He believes PLN has changed his life for the better and helped him grow in his professional career.

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STUDENT2STUDENT INTERNSHIP PROGRAM

The Student2Student (S2S) program is an innovative partnership between the Mayor's Office, [EWDD's YouthSource Center](#) providers and high school students/continuation school students attending schools in the Los Angeles Unified School District (LAUSD). S2S was developed to mitigate the loss of in-person learning opportunities and work experience in the City of Los Angeles during COVID-19. [On January 24, 2022, Mayor Eric Garcetti announced the official launch of the S2S program](#), which pays and trains young Angelenos to tutor their siblings or school-aged relatives living in their households. Para Los Niños (PLN) partnered with Lincoln High School and Roybal Learning Center to offer young Angelenos this internship opportunity through Hire LA's Youth. PLN staff worked with school site partners to enroll the students most in need. As PLN surveyed applicants, they learned many young people were looking for employment opportunities as a way to alleviate their family's financial worries due to the negative economic impacts of the pandemic. LAUSD teachers

support youth tutors by providing curriculum assistance and sharing teaching best practices. The youth tutors also earn \$15 per hour for 120 hours.

[Ashley Garcia](#), a senior at Lincoln High School, shared that her brother Marco experienced behavioral difficulties learning at home during the pandemic. It was very hard for him to focus on the material, especially reading. Through Ashley's participation in the program, she was able to work closely with Marco on ways to make the educational material fun and engaging for him. Her parents said Marco's reading ability has significantly improved. Ashley was also able to save some of her internship money for some of the upcoming expenses for senior year. She said she is glad to be a part of this opportunity and continues to work with PLN's YouthSource program. She hopes to attend California State University Los Angeles and feels confident she will have the support she needs through PLN. Ashley and Marco (pictured above) completed their paid working hours together, and as a family, they will continue to overcome any negative ramifications caused by the pandemic.

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YOUTHSOURCE JOB TRAINING PROGRAMS

Noemy Bermeo, Pharmacy Technician Trainee

Noemy (pictured above) enrolled in the Para Los Niños [YouthSource Center](#) last year. She was unsure of her career and educational goals but she received support from her PLN advisor to explore various options. After many meetings and research, she narrowed her interest to a career in health care. In August 2021, Noemy decided to enroll in the [Pharmacy Technician Program at East Los Angeles Occupational Center](#). PLN was able to assist Noemy with covering the cost of school fees, supplies, and other barriers. It has not been easy, but Noemy has continued to succeed in the program. In November 2021, she began her externship at a local Walgreens. She is excited about putting into practice what she learned in the classroom. She is close to completing her externship and will be preparing for her state exam. Noemy is so grateful for the academic, financial and social emotional support that she has received from her PLN YouthSource career advisor during these challenging times.

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LINKS to COVID-19 RESOURCES

JOB RESOURCES

LA JOBS PORTAL: jobs.lajobsportal.org

VIRTUAL ORIENTATIONS: bit.ly/LAjoblosshelp

BUSINESS RESOURCES

LA REGIONAL COVID FUND: lacovidfund.org

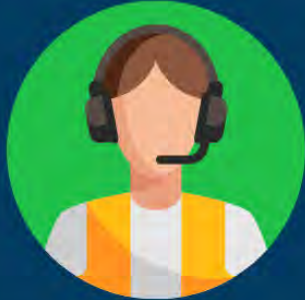
SMALL BUSINESS PROGRAM: ewddlacity.com/index.php/small-business-loans

BusinessSource Centers: bit.ly/LABusinessSource

WorkSource Centers: bit.ly/EWDDWorkSource

YouthSource Centers: bit.ly/EWDDYouthSource

EWDD METRICS



WorkSource Centers assisted:

1,172	Walk-in visits
1,912	Phone calls and emails
242	Unemployment Insurance



YouthSource Centers - HIRE LA's Youth:

8,080	Applications
1,945	Youth in application pool
3,531	Youth enrolled



BusinessSource Centers assisted:

110	Microenterprises
23	Small Businesses
20	Sidewalk Vendors
123	Virtual Workshops



The Economic & Workforce Development Department is headquartered in the Garland Building located at 7th street and Garland Ave in downtown Los Angeles.

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711 for TRS (TTY)

If TTY/TTD is needed to contact us, please use 711 for Telecommunication Relay Services (TRS)

If you have any questions, comments, or wish to have a contribution considered for inclusion in an upcoming "Updates," please feel free to contact Jamie Francisco at (213) 744-9048 or Jamie.Francisco@lacity.org
