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GENERAL MANAGER

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CALIFORNIA

COMMUNITY DEVELOPMENT
DEPARTMENT



215 W. 6TH STREET
LOS ANGELES, CA 90014

JAMES K. HAHN
MAYOR

Date: August 13, 2004

To: All WIA Youth Opportunity System and WorkSource Center Program Managers

From: Manny Chavez, Acting Director
Workforce Development Division

Subject: **WIA INFORMATION BULLETIN NO. 05-04**
Implementation of New Strategy for WorkSource California System

Over the past several months we have been working on revising our Rapid Response (RR) marketing materials, outreach efforts and orientations to enhance the effectiveness of our service to businesses and dislocated workers. We have obtained feedback from WorkSource Center staff along the way and are kicking-off the new strategy. The most important goal is to encourage higher percentages of dislocated workers who receive RR services to go to WorkSource Centers. The strategy will:

- Create a sense of membership to encourage these dislocated workers to feel they are part of a county-wide system that exists to help them
- Strengthen the role of our partners in the WorkSource California Team so that dislocated workers see us as one team that works together not separate organizations they need to understand
- Track those who go to the WorkSource Center and create opportunities for WorkSource Center staff or Rapid Response staff to follow-up on those who do not get to the WorkSource Center. If they do not go to the center, only Rapid Response can track
- Provide a Marketing Kit to assist businesses in understanding the services available and to promote RR orientation to their laid-off employees
- Redesign the flow of the RR orientations to increase interaction with the audience, reduce presentation time, and more effectively motivate the participants to go to WorkSource Centers

We hope these changes will encourage more dislocated workers who receive RR services to make the best use of our WorkSource California System. To accomplish this, operationally there are a few minor changes we would like to implement at your WorkSource Center. We will be offering training sessions to your staff and will also present this information in more detail at one of your directors meetings. We plan to institute the following measures:

- Each dislocated worker that attends an orientation will receive a membership card (see attached) they can bring to the WorkSource Center (WSC) to identify themselves as a RR referred dislocated worker.
- Center staff will collect the RR referral card (see attached) provided by the dislocated workers upon arrival at the WorkSource Center. Provide dislocated workers with a swipe card specifically designated for dislocated worker using the information from the referral card. The City's Information Technology Agency has adjusted the swipe card input database to provide additional fields to track this information and has designated a special swipe card identification for dislocated workers.
- The Central Team will collect these referral cards from you monthly and will send those dislocated workers who arrived at your WSC a free gift that further reinforces their connection to our WorkSource California System.

Please call Eva Bitar at 213-473-0309 if you have any questions.

MC:PS:EB:cg

Attachment

Attachment to WIA Information Bulletin - Implementation of New Strategy for WorkSource California System

MEMBERSHIP CARD:

WorkSource
CALIFORNIA
Building Business and Careers

WorkSource Center: _____

www.WorkSourceCalifornia.com (888) 226-6300
TTY/TDD (213) 473-3766 or (213) 738-3191
Job listings: www.caljobs.edd.ca.gov
Unemployment Insurance hotlines:
English: 1-800-300-5616 Spanish: 1-800-326-8937
Chinese: 1-800-547-3506 Vietnamese: 1-800-547-2058

REFERRAL CARD:

Rapid Response Referral Card

Name _____

Home phone# _____

Company _____

WARN # _____

Date _____

WorkSource Center _____

Attn: WorkSource Center/ One-Stop - Please return this Card, so participant can receive their gift, to Rapid Response Community Development Department, Workforce Development Division, 215 W 6th Street, 10th Floor, Los Angeles, CA 90014