

YEAR 6 ANNUAL PLAN 2005-2006

MAJOR GOALS AND ACTIVITIES

Goal 5. Improve Service to Business

WIB Strategy and Activities	Amount Funded 04-05	Total Requested 05-06	Status Report 04-05
<p>5.1 Business Services/Marketing</p> <p>Implements the Business Services Model. Activities include training of Business Service Representatives citywide on developing and supporting industry clusters; customized training opportunities for employers for employers in growth industries; supporting businesses in LA City and County with hiring assistance in the empowerment zone.</p> <p>The WIB Business Services Committee is using this budget as a guide relative to the adopted 04-06 Marketing Implementation Plan and anticipates a more detailed discussion on the use of funds within each line item as the business services model and marketing priorities are further refined.</p>	<p>\$575,000</p>	<p>\$570,000</p>	<p>The WIB's Business Services Committee refined local marketing priorities for the system, as reflected in the approved comprehensive marketing plan.</p> <p>Local marketing activities conducted at various events throughout FY 04-05, including: National Congress for Community Economic Development, LAUSD Breakfast of Champions, Latin Business Association Expo, Southern California International Trade Conference, Economic Summit 2004, Downtowners of Distinction Awards, and the Five Year Anniversary of the Los Angeles Youth Opportunity Movement (LA YOM).</p> <p>A Healthcare Business Brochure was also designed and several conference give-away items made available to further promote the Workforce Development system.</p> <p>City staff continues to provide outreach, training and coordination to WorkSource Center Business representatives. Major FY 04-05 initiatives include: Healthcare/Biotech training, Jobs Growth Fund, LA Economy Project, CityJobs/LA Snap, Rapid Response, PV Jobs Construction Industry training Brownfield's, Empowerment Zone Oversight Committee, & Skills Match utilization.</p>
<p>5.2 Jobs Growth/WIB Innovation Fund</p> <p>Continues funding for job training and placement services needed to employ Los Angeles residents in companies with a need for specially trained employees. Under the recommendation of the Annual Plan Task Force, the "Jobs Growth Fund" has been combined with a "WIB Innovation Fund." This integrated funding pool provides the WIB with greater flexibility to fund initiatives and/or activities that are needed to address priorities identified during the course of the program year.</p> <p>If the initiatives funded by the Innovation Fund, come to fruition more quickly than anticipated, additional funding might need to be reallocated to this item. In PY 05-06, funding will be devoted towards developing additional sector-oriented customized training programs.</p>	<p>\$1,000,000</p>	<p>\$400,000</p>	<p>An Ad Hoc Jobs Growth Fund Committee of the Workforce Investment Board was created to establish selection criteria for employers eligible to participate in the Jobs Growth customized training program. As of March 2005, the Committee has tentatively approved two projects for funding.</p>

Year 6 Annual Plan 2005-2006

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<p>5.3 CityJOBS</p> <p>This program prepares participants for employment in entry-level positions with the City of Los Angeles, with focus given to those demand occupations with clearly defined career-paths in place</p> <p><i>\$75,000 funding is for direct wages and benefits</i></p>		\$30,000	<p>The Department of Animal Services has hired three CityJobs participants as Vocational Worker I's. Animal Services has plans to bring on an additional seven individuals for a total of ten new employees. The new recruits will collect City revenue by licensing animals throughout Los Angeles neighborhoods. The Vocational Workers will ultimately transition to permanent positions as Animal License Canvasser. The program is also has a M.O.U. with the Port of Los Angeles to train 15 residents from the Wilmington, San Pedro and Harbor areas. These trainees will work as members of maintenance crews assisting semi skilled craftsman to maintain the environmental operations of the Port of Los Angeles. The participants will initially begin their training as Vocational Worker I's, after a year of instruction they will earn a permanent positions as Maintenance Laborer.</p>
<p>5.4 Rapid Response</p> <p>The Rapid Response Team provides assistance and information on employment services to employers and their employees affected by plant closures, layoffs or downsizing. The team also provides immediate assistance via a Mobile WorkSource Van for jobseekers to enroll on-line with CalJOBS, build a resume, and register employment and skill history on SkillsMatch and other on-line job matching systems. The Team collaborates with EDD, DOL and the WorkSource and OneSource systems to coordinate services to business, and ensure laid off workers are reintegrated into the workplace as quickly as possible. In addition, the Layoff Planning Council made up of over 20 economic and workforce development partners has been established to strategically address layoff aversion assistance for businesses within growth industries who are facing challenges that may lead to layoffs and/or plant closures.</p>	\$956,300	\$1,502,700	<p>To date, the City's Rapid Response Team has contacted 87 businesses facing layoffs, which affected 11,717 workers. The team has conducted 98 orientations for affected employees. The Team applied for and received an additional \$237K grant in February (bringing the RR funding total to \$956K in 04-05) to create a regional collaboration to strategically address layoff aversion. The established Layoff Aversion Planning Council has convened to determine the business and industry targets for layoff aversion. The Council will continue to work over the next several months on a business outreach strategy and implementation plan.</p>

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<p>5.5 Technology Plan</p> <p>Provides for technology upgrades to standardize the system used by WorkSource and OneSource Center operators and to increase the system's ability to be responsive to the needs of business</p>	\$300,000	\$50,000	<p>Continued support provides for the maintenance of Skills Match system. Acquisition of ISIS server hardware and subsequent system upgrades are scheduled to occur in June 2005.</p>