



## News for the week of July 11, 2016

### **WOMEN LEARN TO CALL THE SHOTS AT BASKETBALL GAMES, CITY INCREASES NUMBERS OF FEMALE REFS AT REC CENTERS**

An innovative program training women to become certificated basketball referees, developed with help from EWDD staff, expanded to the San Fernando Valley this week. Six weeks of free hands-on instructions on how to officiate basketball games began July 12 and will continue through August 21 at Fernangeles Recreation Center in Sun Valley. The Women Officials Recruitment and Certification (WORC) training is led by two professionals in the officiating world, Sampson Brue of the NBA and Howard Taylor, a respected referee for college, high school and municipal basketball leagues. The program was conceived by EWDD and Recreation and Parks staff as a way to boost the number of women entering the field of sports officiating. Citywide, just 2% of referees are female. Once certified, the women can work as refs and scorekeepers at 180 Recreation Centers citywide. EWDD partnered on the initial training program held in April in Boyle Heights, resulting in 11 graduates. EWDD again helped recruit participants for the latest WORC training through its WorkSource and YouthSource centers.



*Women participants receive instruction in basketball officiating at the Spring 2016 WORC pilot program held in Boyle Heights.*

**Hire LA's Youth:** Registration and pre-employment skills training continued this week for Hire LA's Youth, the City of LA's premiere summer jobs program for youth ages 16 to 24. As of this week, 14,577 youth registered to take part in the program, closing in on Mayor Eric Garcetti's goal of connecting 15,000 youth with employment opportunities. EWDD Youth Division staffed have fanned out to numerous locations to organize pre-employment training for participants, including the importance of professionalism, dressing for the job and arriving on time. Youth are also learning how to manage the money they will be earning during up to 120 hours of summer work. Learn more at: [HireLAYouth.com](http://HireLAYouth.com).

**BUSINESS SOURCE METRICS:**

<b>LABSC’s Reporting:</b> Central West, Harbor, North Valley, South LA, South Valley, West Valley, & Mid-City, Hollywood	
<b>LABSC’s Not Reporting:</b> East Los Angeles	
<b>Pre-Startups Enrolled</b>	25
<b>Pre-Startups Assisted</b>	12
<b>Start-ups/Operating Businesses Enrolled</b>	20
<b>Start-ups/Operating Businesses Assisted</b>	11
<b>Workshops: Number of Clients Attended</b>	107

**WORKFORCE METRICS**

*(Arrows indicate weekly trend)*

JobsLA (online and mobile)



Page Views  
(Down 1.4%)



New Visitors  
(Down 1.8%)



New Sessions  
(Up 19.8%)



Registrations  
(Up 69%)

WorkSource Centers



Enrollments  
(Up 78%)

*“Updates” is produced by Catherine Saillant in EWDD’s communications department. If you have questions, comments or wish to contribute to an upcoming “Updates,” please contact Saillant at 213-744-9048 or at Catherine.Saillant@lacity.org.*