

# WE MEAN BUSINESS

Workforce development is a good investment.

THE FACTS

## Workforce development pays off



AN INVESTMENT IN WORKFORCE DEVELOPMENT = AN EDUCATED AND PREPARED WORKFORCE =

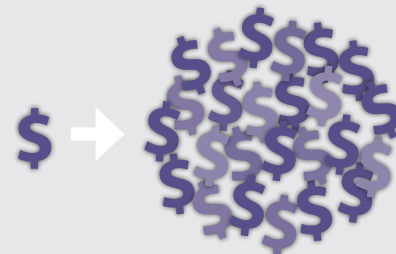
- **DECREASED** unemployment
- **LESS** money going into social programs
- **HIGHER** local, state and national tax revenues
- **ATTRACTION** of business investment

THE CHALLENGE



If funding levels are cut, **thousands of workers will lose access to WIB-funded programs and job opportunities.** For many, these programs are their only means to build their skills and find permanent jobs.

THE RESPONSE



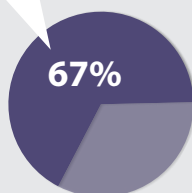
According to an independent study of the L.A. County WIB by Southern California Edison in January 2011, **the return on the \$21 million investment in employment and training programs was more than 25 to 1.**<sup>1</sup> In addition, the State benefited by receiving **\$15,738,000** in taxes and fees and the County benefited by receiving **\$2,278,000.**

Businesses are calling for a workforce with better education and more training.

THE FACTS

**“It is difficult to find prepared workers.”**

– 67% of small business owners<sup>2</sup>

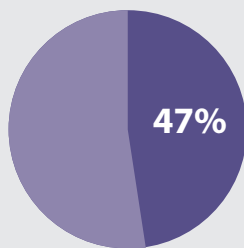


### More than half

of employers face a major challenge in recruiting workers with the skills, training, and education their company needs.<sup>2</sup>



THE CHALLENGE



Nearly **half of employers** do not provide or require ongoing education or skills training for their employees, primarily because of cost.<sup>3</sup>

THE RESPONSE

# 13,785

## Los Angeles workers

were provided with industry-specific education and training to fill jobs in the region’s top growth industries.

- 1,147** trained in health care
- 592** trained in green technology
- 235** trained in transportation
- 276** trained in other high-growth sectors (Hospitality/tourism, financial services, and public safety)

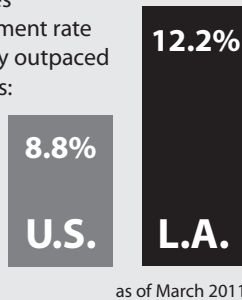
## With record unemployment and a rapidly shifting economy, investing in the workforce is more important than ever.

### THE FACTS

"If ever there were a time for job training to make sure that people's skills match where the job openings are going to be, **it's right now.**"

—Los Angeles City Council President Eric Garcetti

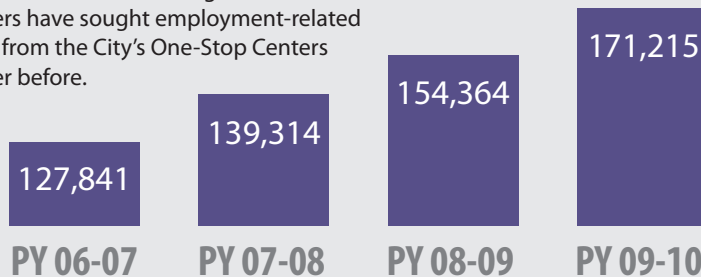
Los Angeles' unemployment rate has steadily outpaced the nation's:



### THE CHALLENGE

#### Displaced workers are seeking employment services in record numbers.

Since the Great Recession began, more customers have sought employment-related services from the City's One-Stop Centers than ever before.



### THE RESPONSE

In spite of a Great Recession, last year the L.A. Workforce Investment Board far exceeded its placement and retention goals, helping more than

**4,000** workers with job placements and **180,000** adults & youth with career services

## SUCCESS STORY



**NICHOLAS NAJERA**  
SECURITY SECTOR TRAINING

Nicholas Najera grew up in a family of six children raised by a single mother. Even as a young man, Najera strived to be a strong role model for his family. After graduating high school, he felt the call to serve his country, and in May of 2004, he entered the U.S. Navy. Najera says that he chose the military because he wanted to set a good example for his siblings. "I wanted to show my brothers that there's something better in life than where we were living at the time." He served as a logistics specialist, and after six years of honorable service, was discharged in July of 2010. While at a federal job fair in 2010, Najera heard about the Security Training Program at the Wilshire-Metro WorkSource Center. He applied and was accepted. Najera still lives near the naval base in Port Hueneme, so he commutes more than an hour to attend class in downtown L.A. "I have to do what I have to do," he says. "I want to use the tools that are provided to me." His mother works in the prison system, and Najera hopes to follow in her footsteps by becoming a probation officer. "I want to help people," he says. "Security training is the first step." Najera's integrity, work ethic and desire to help people has impressed his instructors and fellow classmates; they made him their class president. He is already in contact with potential employers. Thanks to his strong character, and with help from the workforce development programs, he has a very promising future ahead of him.

**For more information** Visit the City of Los Angeles Workforce Investment Board at [wib.lacity.org](http://wib.lacity.org) or the City of Los Angeles Community Development Department at [cdd.lacity.org](http://cdd.lacity.org)  
For more information, please contact [lacitywib@lacity.org](mailto:lacitywib@lacity.org) or 213.744.7164