

# PRESENTING



## PROJECT GOALS:

**GOAL #1:** Increase sustained employment for job seekers with significant barriers to employment, while reducing turnover cost for employers.

**GOAL #2:** Pool high-quality, standardized, evidence-based workforce training with personal and professional support services.

**GOAL #3:** Integrate employment Social Enterprises and specialized service providers with the Workforce Development System to yield stronger employment results for job seekers.

## LA:RISE—Los Angeles Regional Initiative for Social Enterprise

**LA works better when we all work together.**

In partnership with REDF, a leader in the field of job creation through investment in social enterprise, the City of Los Angeles Workforce Development Board received a \$6M grant from the Department of Labor's Workforce Innovation Fund and has created the Los Angeles Regional Initiative for Social Enterprise (LA:RISE). By uniting the city's Workforce Development System (WDS) with non-profit social enterprises and for-profit employers, LA:RISE will stimulate job acquisition and retention for individuals who make up the hardest-to-serve populations: those with a history of homelessness, incarceration, and disconnected youth.

*An Equal Employment Opportunity - Affirmative Action Employer*

## An Innovative Approach to Job Creation

**Designed to help people with employment barriers find long-term work, LA:RISE takes an integrated, wrap-around approach to job creation. Participants receive a steady paycheck along with the counseling, support, and training they need to succeed. LA:RISE utilizes the following innovative elements:**

- Social Enterprise evaluates participants through standard Job Readiness Assessment to ensure consistent and quality referrals to employers
- Coordinated tracking is provided through JobsLA.org, the City of LA's online job placement system for coordinated case management and efficient service delivery
- An employer placement portal matches open positions to eligible participants
- Resources are leveraged through Social Enterprise and Worksource co-location and co-case management
- All participants are enrolled in the WIOA system to increase placement and retention outcomes while providing additional resources and services

1

**YEAR 1 Plan:** Collaborative, bottom-up planning process; creation of job readiness standards; and development of evaluation protocols

2

**YEAR 2-3. Enroll & Employ:** Social enterprise intake, employment and WorkSource and YouthSource center coordination

3

**YEAR 4. Deliver & Employ:** Continue service delivery and transition individuals into bridge and mainstream jobs

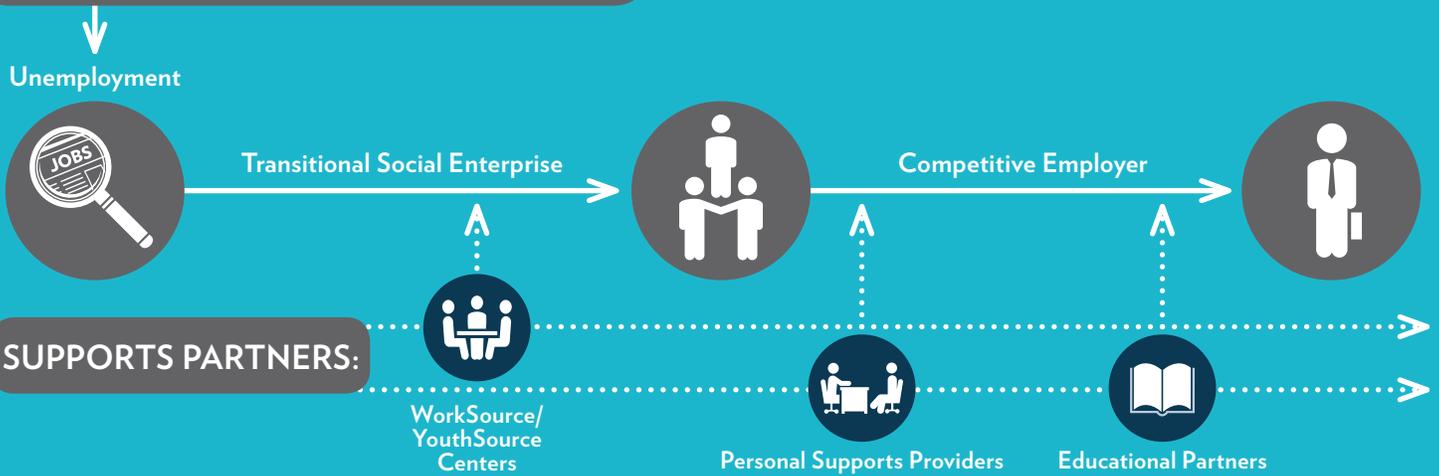
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**YEAR 5. Evaluate:** Finalize and publish process and outcome results

5

LA:RISE is a five-year demonstration project, using a randomized control model, designed to employ 500 hard-to-serve individuals between 2014 and 2019.

# EMPLOYMENT CONTINUUM



## LA:RISE IS MADE POSSIBLE THROUGH THE PARTNERSHIP OF:

**Social Enterprises:** Chrysalis, Coalition for Responsible Community Development, Downtown Women's Center, Goodwill Southern California, Homeboy Industries, Los Angeles Conservation Corps

### Los Angeles Workforce Development Partners:

Coalition for Responsible Community Development, Goodwill Southern California, UCLA YSC

### Personal Support Providers:

Anti-Recidivism Coalition (ARC), Department of Mental Health, Friends Outside, LIFT Los Angeles

**Business Partners:** Employers hiring from Social Enterprises

LA:RISE is managed by the Los Angeles Economic and Workforce Development Department (EWDD) and REDF, and supported by the City of LA and DOL.



# REDF

A project funded by the US Department of Labor, Grant Agreement Number: IF-26348-14-60-A-6

## How it Works:

LA:RISE is an employer-driven pathway that includes four components designed to work together efficiently across the lifecycle of each participant's engagement:

### 1) TRANSITIONAL SOCIAL ENTERPRISE JOBS

LA:RISE invests in social enterprises, non-profit workforce organizations that earn revenue while providing a supportive work environment. The transitional jobs program creates time-bound, subsidized employment opportunities. In addition to paid work experience, the Social Enterprise provides personal supports such as case management and job readiness assessments to ensure workers are job-ready.

### 2) COMPETITIVE EMPLOYMENT

Through LA:RISE we hope to place 250 individuals in competitive employment—defined as a full-time, permanent jobs as we continue to identify employers who are interested in hiring from social enterprises. Some select employers, called bridge employers, are willing to hire employees with non-traditional backgrounds and are committed to creating a supportive and inclusive work culture where they can thrive.

### 3) WORKFORCE TRAINING SERVICES

The City of LA's Workforce Development System acts as the coordinating partner throughout the project, co-enrolling individuals while they are at the Social Enterprise, and providing job placement and follow-up services. The WDS also provides access to career and training services, such as vocational workshops, financial and computer literacy, and soft skills development, including resume building, interviewing techniques, and conflict resolution.

### 4) SUPPORTIVE SERVICES

Personal Support providers help participants stabilize their lives and improve their ability to keep a job. Support Services include case management; goal setting; healthcare, childcare, and transportation assistance; financial literacy training; and a social support system. They continue to work with individuals once they are placed in a bridge or mainstream job to improve retention outcomes.

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