# CITY OF LOS ANGELES
# WORKFORCE DEVELOPMENT BOARD
# BUSINESS SERVICES, MARKETING AND RESOURCE DEVELOPMENT COMMITTEE MEETING

**Wednesday, August 19, 2026**
**10:00 AM**

**Goodwill So California - Auditorium**

**342 N. San Fernando Road, Los Angeles, CA 90031**

## AGENDA

1. Call to Order/Roll Call
2. Declaration of Conflict of Interest
3. Public Comment on Non-Agenda Items

**ACTION ITEMS**

4. Consideration of the Minutes of May 13, 2026 — Teri Hollingsworth

**ADVISORIES/DISCUSSIONS/PRESENTATIONS/REPORT-BACKS/UPDATES**

5. Updated People, Industry, and Jobs Report — Shannon Sedgwick
6. Sector Partnership Playbook Presentation — Laura Huffman, Steven Pedigo, and Cesiah Kessler
7. Apprenticeship Hub Website Preview Presentation — Danielle Martinez
8. Next Meeting: October 7, 2026
9. Adjourn
10. Business Services, Marketing and Resource Development Committee: LaShondra Mercurius, Kenya Croom, David Ford, Teri Hollingsworth, Casey O'Neill, Sergio Rascon

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Phone: 213-744-7164  www.wiblacity.org

4.

**DATE:** August 19, 2026

**TO:** Workforce Development Board (WDB)

**FROM:**

**SUBJECT:** **Consideration of the Minutes of May 13, 2026**

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**REQUESTED ACTION:**

**BACKGROUND:**

**ADDITIONAL BACKGROUND:**

**ATTACHMENTS:**

Description

- Item 4 - DRAFT_MINUTES_WDB_BSMRD_MTG_05.13.2026
- ADOPTED_MINUTES_WDB_BSMRD_MTG_05.13.2026

CITY OF LOS ANGELES
WORKFORCE DEVELOPMENT BOARD
BUSINESS SERVICES, MARKETING AND RESOURCE DEVELOPMENT
COMMITTEE MEETING
GOODWILL SO. CALIFORNIA – AUDITORIUM
342 NORTH SAN FERNANDO ROAD, CA 90031
MAY 13, 2026
10:00 A.M. – 12:00 P.M.

DRAFT MINUTES

MEMBERS PRESENT: Teri Hollingsworth, Kenya Croom, LaShondra Mercurius, David Ford

1. Call to Order – unofficial 10:17 a.m. noting the absence of a quorum.

2. Declaration of Conflict of Interest – None

3. Public Comments on Non-Agenda Items - None

**ACTION ITEMS:**

4. Consideration of the Minutes of September 10, 2025
   Correction Receive and File Meeting Notes of September 10, 2025

5. Receive and File Meeting Notes of March 18, 2026

**ADVISORIES/DISCUSSIONS/PRESENTATIONS/REPORTBACKS/ UPDATES**

6. Lead Sector Strategy Update and Roundtable Findings

   Nancy Twum-Akwaboah provided an update on EWDD's Lead Sector Strategy Solutions Partnership, CivicSol, which began work in fall 2025. CivicSol conducted stakeholder roundtables with employers, WorkSource operators, training providers, educational institutions, and workforce partners to inform a Sector Partnership Playbook aimed at improving system alignment, reducing fragmentation, and supporting the City's goal of connecting 50,000 Angelenos to quality jobs, apprenticeships, paid work experiences, and training.

Stakeholders identified challenges including limited coordination, disconnected training pathways, inconsistent employer participation in work-based learning, and performance measures focused more on participation than outcomes. The playbook will address these issues by strengthening employer engagement, connecting training to employment, clarifying sector leadership responsibilities, and establishing sustainable partnership and performance practices. CivicSol will continue sector-level analysis and engagement, with an upcoming WorkSource staff development session to introduce the strategy and discuss partner roles.

7. Performing Arts & Spectator Sports Sector Strategy Update

Imran Mumtaz, Senior Manager for Industry and Special Projects at the LA County Economic Development Corporation, provided an update on the Performing Arts and Spectator Sports Sector Strategy. The work, initiated in January, includes employer outreach, workforce center engagement, and systems recommendations, with more than 25 employer interviews and discussions completed. The strategy is also considering workforce needs associated with major upcoming events, including FIFA 2026, the Super Bowl in 2027, and the 2028 Olympics and Paralympics.

Key findings include fragmented employer engagement, heavy reliance on informal hiring networks, limited career pathways from entry-level to middle-skilled positions, and inconsistent awareness of workforce resources. Employers identified the need for centralized sector coordination, stronger connections to workforce programs, shared job-readiness standards, and improved employer relationships. The strategy will continue through industry and city convenings focused on developing solutions and establishing a more coordinated workforce system to support the sector's growth and upcoming major events.

8. Economic Development Small Business Programs

Fred Jackson, Interim General Manager of the Economic Development Department, provided an overview of the department's programs supporting businesses and developers through financing, technical assistance, training, and other services. The department's 10 BusinessSource Centers reached nearly 5,000 businesses and helped businesses access more than $25 million in capital. Mr. Jackson highlighted key initiatives, including JEDI Zones, the Legacy Business Program, Healthy Markets LA, Procure LA,

small business legal assistance, LA Optimize, and the Sidewalk Vending Cart Program. The department also provides business loans ranging from microloans to major development financing and has assisted more than 10,000 businesses with over $100 million in pandemic-related grants. Jackson also noted the department's role in managing city-owned properties and supporting economic development and mixed-use projects throughout Los Angeles.

Official call to order 11:00 a.m., Roll call: Members Present: Teri Hollingsworth, Kenya Croom, David Ford, LaShondra Mercurius

9. Employer Satisfaction Evaluation Update

   Elizabeth Macias and Anthony Kim provided an update on the Employer Satisfaction Evaluation, which was approved by the Executive Committee in February and will be conducted by KPMG. The evaluation will assess employer satisfaction with services at all 14 WorkSource Centers, including feedback from at least 30 employers per center, with a focus on the eight priority sectors. The second component will examine regional employer engagement, identify employers not currently utilizing the workforce system, and recommend strategies to improve outreach and participation. Contracting delays have pushed back the original timeline, with a revised schedule to be established once the contract is executed; the evaluation is expected to support ongoing employer feedback and future workforce system performance evaluations.

   Teri Hollingsworth requested a document that shows the overlap of the different programs: 5-Year Plan, Strategic Plan, and sector strategies.

   Items 4 & 5 Received and Filed.

10. Next Meeting: August 19, 2026

11. Adjourn: Motion to Adjourn Teri Hollingsworth; Seconded by LaShondra Mercurius. Meeting adjourned at 11:52 a.m.

CITY OF LOS ANGELES
WORKFORCE DEVELOPMENT BOARD
BUSINESS SERVICES, MARKETING AND RESOURCE DEVELOPMENT
COMMITTEE MEETING
GOODWILL SO. CALIFORNIA – AUDITORIUM
342 NORTH SAN FERNANDO ROAD, CA 90031
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MINUTES

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5.

**DATE:** August 19, 2026

**TO:** Workforce Development Board (WDB)

**FROM:**

**SUBJECT:** **Updated People, Industry, and Jobs Report**

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**REQUESTED ACTION:**

**BACKGROUND:**

**ADDITIONAL BACKGROUND:**

**ATTACHMENTS:**

Description

- Item 5 - Updated People, Industry, and Jobs Report

LOS ANGELES COUNTY
ECONOMIC DEVELOPMENT CORPORATION
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# LOS ANGELES: People, Industry and Jobs

## *2024 to 2029 Update*



**Shannon M. Sedgwick**
Vice President of Research, LAEDC
LAEDC Institute for Applied Economics

LA City WDB, Business Services – Marketing and Resource Development Committee
Wednesday, August 19, 2026

www.laedc.org

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## Why This Update Matters

FEDERAL POLICY SHIFTS (IMMIGRATION, TARIFFS, SPENDING)

WILDFIRES + COST PRESSURES

WORKFORCE IMPLICATIONS ARE IMMEDIATE

**Economic Outlook, Policy Exposure, and Workforce Implications**

# Economic Context: Resilience → Slowing Growth

Over the past two decades, LA County's real GCP grew from $473.3 billion in 2001 to $734.1 billion in 2024

2025 was characterized by devastating wildfires, aggressive federal immigration enforcement, and trade barriers

The Los Angeles regional economy remained resilient in 2025, growing by 2.4 percent despite significant disruptions

Economic growth is expected to moderate, with projected expansion slowing to 2.2 percent in 2026 and 1.8 percent in 2027

**Real GDP Growth Forecast, 2025 to 2027**




**Resilient—but clearly moderating**

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# Policy Exposure is Uneven and Concentrated in Workforce-intensive Sectors

## Labor supply

Immigration enforcement can reduce participation and disrupt customer activity.

- *Construction*
- *Building/Grounds Cleaning & Maintenance*
- *Manufacturing*
- *Food Preparations & Serving*
- *Transportation & Material Moving*

## Global trade

Tariffs and weaker trade flows affect logistics, manufacturing and wholesale activity.

- *Trade & Logistics*
- *Manufacturing*
- *Construction*

## Public funding

Healthcare, education, nonprofits and government face funding uncertainty.

- *Healthcare*
- *Education*
- *Federal Workforce*
- *State & Local Government*
- *Nonprofits*

Source: PIJ Special Update draft, Sector and Policy Vulnerability Assessment.

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# Labor Shock: Immigration Impacts

Non-citizen share of the LA County labor force dropped

- *16.5% in May*
- *13.5% in June*
- *12.1% in July*

**Many industries rely on a non-citizen workforce**

There are an estimated **630,100 undocumented workers** in Los Angeles County

**This is both a workforce AND demand shock**

## Survey Findings from Business: Impact of Immigration Enforcement

- **44 percent** experienced more than 50% revenue losses
- **47 percent** were very concerned about long-term business viability
- **28 percent** experienced reduced worker productivity due to anxiety
- **27 percent** faced difficulty finding replacement workers
- **73 percent** reported negative effects on their customer base, including loss of regular customers and reduced foot traffic
- **59 percent** worry about maintaining their current workforce in coming months

Source: LAEDC, Economic Impacts of Federal Immigration Enforcement in Los Angeles County

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# Trade & Industry Exposure

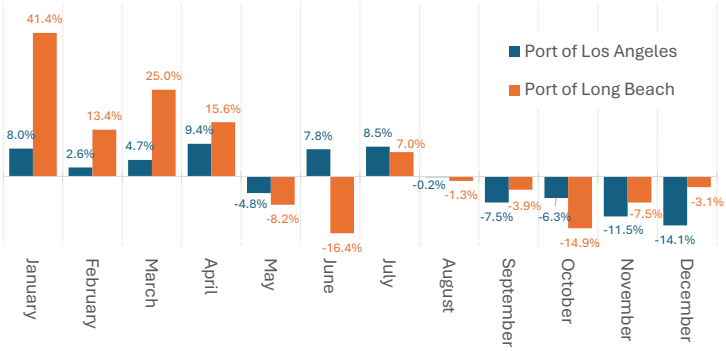
Port imports ↓ 19%

Tariffs ~11%

Trade/logistics = major regional employer

**Year-over-year Throughput Changes in 2025**

*Y-Y % Change in Number of Containers Handled*

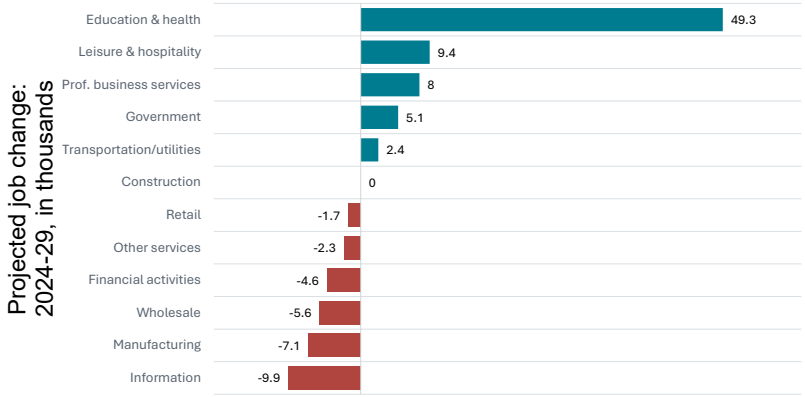



**Trade volatility is starting to show up**

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# A 2.2% Citywide Gain Conceals a Sharp Divide Across Industries




**+43,400**
Net City job change, 2024–2029

**Nearly all net growth is concentrated in education and healthcare services.**

**Growth is narrow—and shifting**

Source: PIJ Special Update draft, Exhibit 3-1. Values rounded to nearest 100 jobs.

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# Where Growth is Concentrated: A Deeper Look

- Job growth is highly concentrated in a small number of subsectors, primarily within healthcare and social assistance
- Ambulatory health care services and social assistance account for a significant share of total projected gains
- Accommodation and food services subsectors contribute moderate growth tied to consumer demand
- Professional and technical services subsectors show steady but limited expansion
- Declines are concentrated in motion picture and sound recording, manufacturing, and wholesale trade subsectors
- The subsector mix reinforces a shift toward service-based and care-oriented employment

**Top 3–5 Growing Subsectors**
- **Ambulatory Health Care Services**
- **Social Assistance**
- **Food Services & Drinking Places**

**Top Declining Subsectors:**
- **Motion Picture & Sound Recording**
- **Manufacturing**
  - *Apparel Manufacturing*
  - *Fabricated Metal Product Manufacturing*
  - *Furniture and Related Product Manufacturing*
- **Wholesale Trade**

**Growth is narrow—and shifting**

# Where Growth is Concentrated: The Top Fifteen

**Future Workforce Needs in the City of LA: Top 15 Industry Subsectors by Projected Job Growth, 2024-2029**

| NAICS | Description | 2024 Jobs | 2024 to 2029 Job Change | 2024 to 2029 % Change |
|---|---|---|---|---|
| 624 | Social Assistance | 124,600 | 22,200 | *17.8%* |
| 621 | Ambulatory Health Care Services | 122,400 | 16,700 | *13.6%* |
| 541 | Professional, Scientific, and Technical Services | 159,700 | 6,900 | *4.3%* |
| 611 | Educational Services | 68,800 | 5,800 | *8.4%* |
| 722 | Food Services and Drinking Places | 152,800 | 5,100 | *3.3%* |
| 623 | Nursing and Residential Care Facilities | 42,300 | 4,700 | *11.1%* |
| 902 | State Government | 59,100 | 3,900 | *6.6%* |
| 903 | Local Government | 198,500 | 1,900 | *1.0%* |
| 445 | Food and Beverage Stores | 39,000 | 1,800 | *4.6%* |
| 481 | Air Transportation | 26,000 | 1,700 | *6.5%* |
| 713 | Amusement, Gambling, and Recreation Industries | 21,000 | 1,400 | *6.7%* |
| 721 | Accommodation | 20,400 | 1,400 | *6.9%* |
| 336 | Transportation Equipment Manufacturing | 12,200 | 1,300 | *10.7%* |
| 488 | Support Activities for Transportation | 28,700 | 900 | *3.1%* |
| 561 | Administrative and Support Services | 103,800 | 900 | *0.9%* |

The largest sources of new jobs are concentrated in care and community-serving activities

**Many include a mix of entry-level and middle-skill occupations, with varying wage and advancement potential**

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# The City's Priority Sectors Span Four Distinct Workforce Roles

**EXPANSION ENGINES**

**Healthcare & Social Assistance**
**Transportation & Logistics**

**QUALITY-JOB ANCHORS**

**Construction**
**Public Sector**
**Entertainment**

**SPECIALIZED CLUSTERS**

**Biosciences**
**Spectator Sports & Performing Arts**

**CROSS-CUTTING TRANSITION**

**Blue & Green Economy occupations across industries**

Interpretation based on PIJ Tables update, Exhibit 4-16 and sector worksheets.

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# Net Change in Jobs in Priority Sectors, 2024 to 2029

| SECTOR | JOBS IN 2024 | NET CHANGE 2024-29 | LIVING WAGE | MEDIAN / HR |
|---|---|---|---|---|
| Healthcare services | 485,400 | +47,400 | 50.7% | $38.46 |
| Social assistance | 332,700 | +60,100 | 12.6% | $20.70 |
| Public administration | 591,700 | +20,100 | 65.7% | $39.60 |
| Transportation | 127,700 | +5,700 | 58.6% | $37.86 |
| Construction | 151,100 | -200 | 71.9% | $35.69 |
| Motion picture & sound | 108,600 | -17,600 | 82.7% | $45.33 |
| Performing arts & sports | 50,600 | +1,100 | 61.1% | $39.79 |
| Biomedical manufacturing | 16,500 | +100 | 49.3% | $35.81 |

Source: PIJ Tables update, 2024–2029.

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# Replacement Demand Keeps Mature and Contracting Sectors Relevant

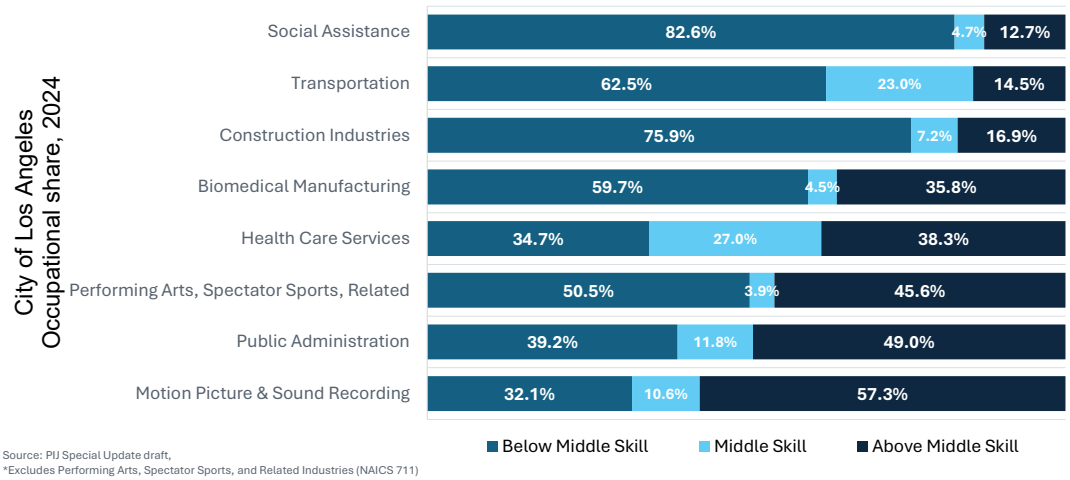
| SECTOR | NET CHANGE | OPENINGS | LIVING WAGE | MEDIAN / HR |
|---|---|---|---|---|
| Healthcare services | +47,400 | 284,000 | 50.7% | $38.46 |
| Social assistance | +60,100 | 302,000 | 12.6% | $20.70 |
| Public administration | +20,100 | 305,000 | 65.7% | $39.60 |
| Transportation | +5,700 | 72,400 | 58.6% | $37.86 |
| Construction | −200 | 62,000 | 71.9% | $35.69 |
| Motion picture & sound | −17,600 | 27,500 | 82.7% | $45.33 |
| Performing arts & sports | +1,100 | 29,000 | 61.1% | $39.79 |
| Biomedical manufacturing | +100 | 7,800 | 49.3% | $35.81 |

Source: PIJ Tables update, Exhibit 4-16. Los Angeles County, 2024–2029.

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# Skills Spectrum: Occupations Across the Priority Sectors

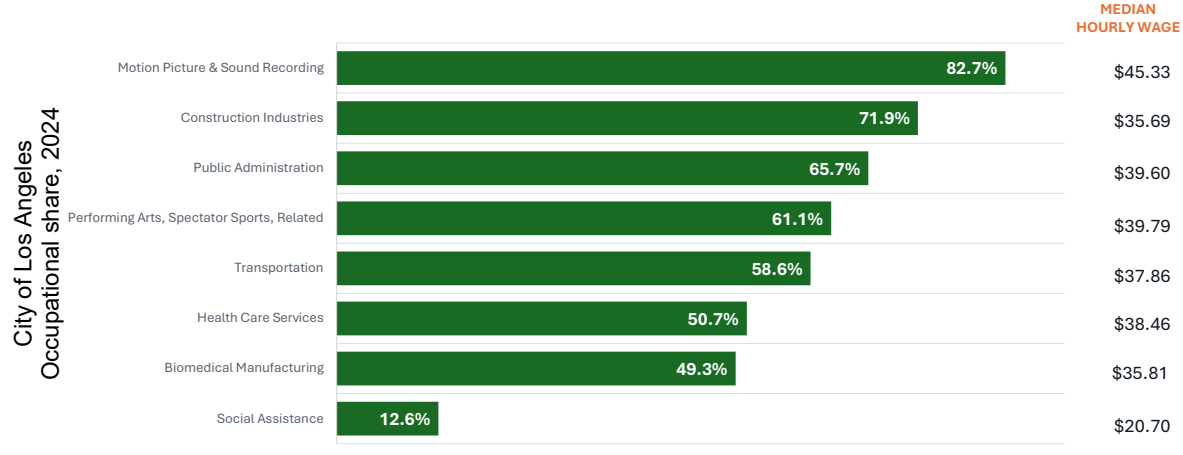



Source: PIJ Special Update draft,
*Excludes Performing Arts, Spectator Sports, and Related Industries (NAICS 711)

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# Living Wages: Occupations Across the Priority Sectors



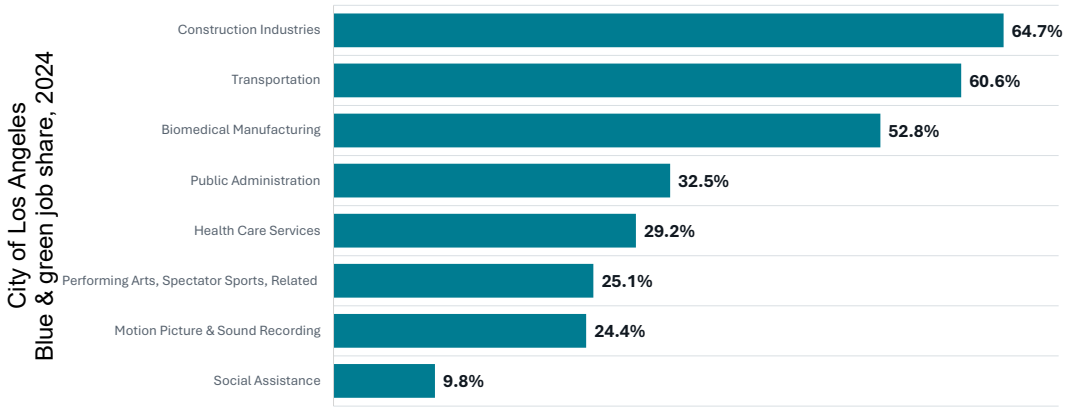

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# Cross Cutting: Blue & Green Economy

***Occupations across the eight priority industries***




Source: PIJ Special Update draft,
*Excludes Performing Arts, Spectator Sports, and Related Industries (NAICS 711)

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# The Findings Point to a Multipronged Approach to Workforce Strategy

**GROWTH**

Scale pipelines in care, education, government and selected services.

**TRANSITION**

Support workers and employers in entertainment, manufacturing, information and trade-related sectors.

**QUALITY**

Use wages, skill requirements and advancement—not openings alone—to define success.

**Cross-cutting need** **Improve employer intelligence and refresh sector and occupational evidence as conditions change.**

6.

**DATE:** August 19, 2026

**TO:** Workforce Development Board (WDB)

**FROM:**

**SUBJECT:** **Sector Partnership Playbook Presentation**

---

**REQUESTED ACTION:**

**BACKGROUND:**

**ADDITIONAL BACKGROUND:**

**ATTACHMENTS:**

Description

- Item 6 - Sector Partnership Playbook Presentation




THE OPPORTUNITY

## Los Angeles has the assets. The opportunity is connecting them.

Los Angeles already has the core building blocks: a broad training ecosystem across community colleges, adult education, community organizations, and apprenticeship partners; employers who want to engage; and a concrete goal of connecting 50,000 Angelenos to quality job outcomes by 2030.

The gap is alignment. The pieces exist, but they are not consistently connected. Sector partnerships are the mechanism for turning those assets into pathways that are visible, predictable, and tied to real employer demand.

**50,000**
quality job outcomes by 2030

**8**
priority sectors across the City

**1**
shared method for every sector lead

WHY THIS MATTERS TO THIS COMMITTEE

# This playbook is the operating model for the Sector Coalitions this committee leads.

This committee is chartered to lead the development of the City's Sector Coalitions, to serve as the liaison between workforce and economic development, and to build the employer relationships and non-traditional apprenticeships those coalitions depend on.

The playbook is how that charge becomes repeatable. It gives your sector leads a shared method to stand up, run, and sustain every coalition, so the work does not restart from scratch in each sector.

### WHERE THIS COMMITTEE SITS

- Provides the employer perspective at the system level.
- Validates the City's sector priorities.
- Keeps sector strategies aligned with the City's five-year workforce plan.
- Oversees the public narrative and reporting that make the work visible.



THE BIG IDEA

# A sector partnership turns three competing interests into shared commitments.

**1**

### Employers

Need qualified talent, and want to shape the pipeline on their own terms.

**2**

### Job seekers

Need accessible, equitable pathways into quality jobs and real advancement.

**3**

### The system

Must show measurable outcomes against public investment.

These three interests do not automatically align. The partnership is the structure that turns them into shared commitments, and the work plan is where that negotiation becomes binding.

HOW WE BUILT IT

# This playbook was built from the field.

Across the engagement, CivicSol convened employers, WorkSource and YouthSource operators, training providers, and community partners across multiple sectors, so the model reflects how LA's system actually works today.

| | | |
|---|---|---|
| 1 | **Site Visit 1 roundtables** | Employers, WorkSource and YouthSource operators, and training partners on how the system functions today. |
| 2 | **Active sector leads** | Testing and iterating the model live with Healthcare and Spectator Sports & Entertainment. |
| 3 | **Youth and community partners** | Goodwill, CareerWise, and the Opportunity Youth Collaborative on access and pathways. |
| 4 | **Trainers & educators roundtable** | Workforce partners, educators, and unions on training capacity, pathways, and navigation. |



WHAT WE HEARD

# The pattern was consistent: strong assets, weak alignment.

**Employers engage, but their input does not consistently shape what gets built.**

*"We get asked to show up a lot, but it doesn't always translate into better candidates."*

**The training ecosystem is robust, but the pathways through it are hard to navigate.**

*"If you know the system, you can work it. If you don't, it's overwhelming."*

**Sector work needs a dedicated owner to hold momentum.**

*"This only works if someone is really owning it day to day. It can't sit on the side of a desk."*

WHAT IS INSIDE

# The playbook is one method, organized in five parts.

| | | |
|---|---|---|
| PART I | **Foundations** | Why sector partnerships work, and how the system is governed. |
| PART II | **Sector Development** | The core method, from occupational demand analysis to a binding work plan. |
| PART III | **Performance** | The metrics and improvement routines that keep partnerships honest. |
| PART IV | **Implementation & Continuity** | The governance and handoff that let a partnership outlast any one engagement. |
| PART V | **Tools & Templates** | The worksheets that make the method usable from day one. |



HOW IT WORKS

# Every sector partnership moves through the same four phases.

**1**

### Foundations

Form the steering committee, analyze demand, and draft the value proposition.

›

**2**

### Launch & Discovery

Bring all four parties together and test whether the value proposition holds.

›

**3**

### The Work Plan

Turn the tested value proposition into binding commitments from every party.

›

**4**

### Implementation & Continuity

Deliver measurable placements and build toward a lasting steward.

The work plan is its own phase. Most models bury it inside launch. Here it stands alone, because it is where a shared idea becomes real, binding commitments.

WHO IS AT THE TABLE

# Four parties make a sector partnership work.

**1**

### Anchor employers

Define what the sector actually needs, and make real hiring commitments.

**2**

### Sector-aligned WorkSource centers

Translate sector strategy into job seeker placement at scale.

**3**

### Training providers and Labor

Adjust programs to validated demand and track placement.

**4**

### Community-based organizations

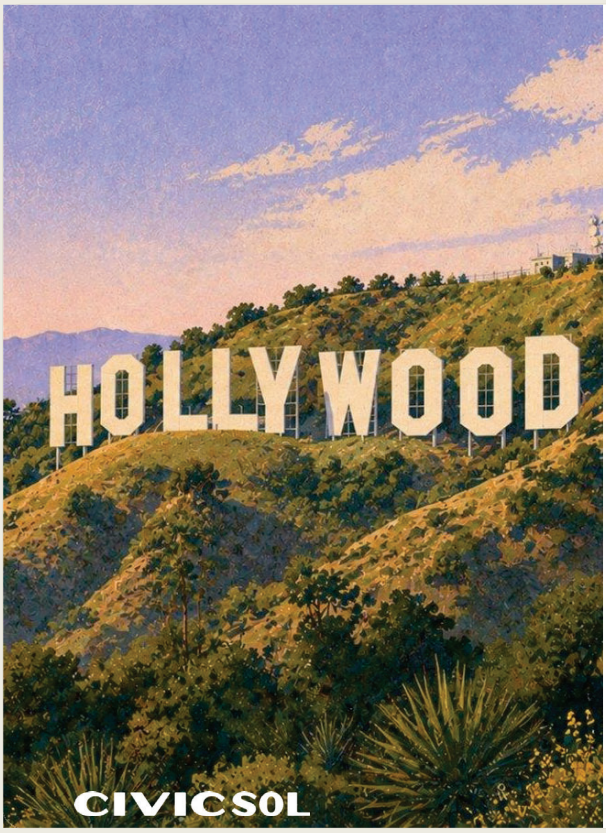
Remove the barriers that keep priority populations out of quality jobs.



GUIDING PRINCIPLES

# Five principles govern how every sector lead works.

| | | |
|---|---|---|
| 1 | **Employer-led** | Employers lead the partnership, setting priorities and making binding hiring commitments. |
| 2 | **Skills-based** | Organize around the specific skills employers need, so training targets real capability. |
| 3 | **Equity-centered** | Design for the Angelenos who face the biggest barriers to quality jobs. |
| 4 | **Data-informed** | Ground decisions in evidence, then move, measure, and adjust. |
| 5 | **Action-oriented** | The measure of success is real placements and commitments delivered over time. |




IN PRACTICE

## Healthcare shows the model in motion.

Healthcare is one of LA's clearest cases of employer demand outpacing coordinated supply. Applying the playbook, the sector lead anchors demand with employers, aligns training across community colleges and community organizations, and maps pathways that job seekers can actually navigate.

**ALREADY UNDERWAY**

Employer demand is mapped and validated, stakeholder engagement is complete, and the sector steering committee is now taking shape.

> "You can't pull employers into this. They have to see the value proposition. They have to want it."
>
> LA HEALTHCARE SECTOR STAKEHOLDER



WHY IT WORKS

## For a sector lead, the playbook is a day-one operating tool.

It turns a complex, relationship-heavy job into a consistent method. Because every sector lead runs the same method, the City can manage all eight partnerships as one coherent portfolio moving toward 50,000 quality job outcomes by 2030.

| | | | |
|---|---|---|---|
| T-01<br>**Ecosystem Mapping Form** | T-02<br>**Occupational Demand Analysis** | T-03<br>**Training & Support Inventory** | T-04<br>**Employer Interview Guide** |
| T-05<br>**Employer Convening Guide** | T-06<br>**Value Proposition Worksheet** | T-07<br>**Launch Meeting Agenda** | T-08<br>**Sector Work Plan Worksheet** |

Eight practitioner tools carry the method from first employer conversation to a signed work plan.

CIVICSOL

WHERE WE ARE

# Where the playbook stands today.

### Built

A complete draft playbook: five parts, 19 chapters, and eight practitioner tools.

### Proven in early sectors

Healthcare demand forecast complete; Sports & Entertainment and healthcare engagement active.

### In refinement

Framing and sequencing are being sharpened as real sectors put the method to use.

Status as of August 2026. Specific milestone dates to be confirmed for the committee.



PUTTING IT TO WORK

# The playbook gets sharper every time a sector uses it.

The playbook is a living operating model. As each partnership launches, the sector lead applies the method, and what they learn feeds back into the playbook. That is how a shared method keeps improving as the City scales across sectors.

STEP 1

### Apply

Run the method in a live sector.

→

STEP 2

### Learn

Capture what holds and what does not.

→

STEP 3

### Refine

Update the shared playbook.

→

STEP 4

### Scale

Carry it into the next sector.

WHAT'S NEXT

# Live tests with two new sectors this program year.

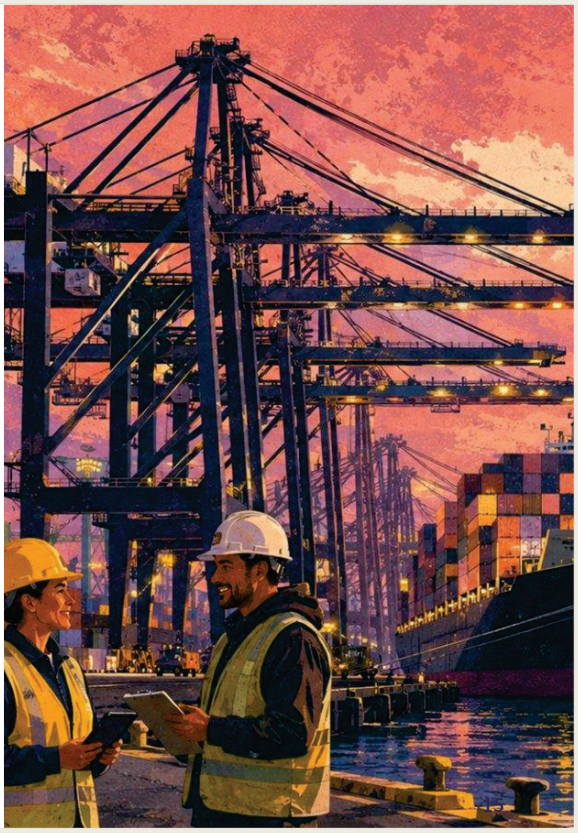
The next proofpoint will come as the two new sectors go live this program year. Running the same method in new sectors, alongside different lead organizations, is exactly how the model earns its way into a citywide portfolio.

Each new sector is both a partnership in its own right and a test that makes the shared playbook stronger for the ones that follow.

THE PATH FORWARD

| | | |
|---|---|---|
| 1 | **Engaged so far** | Sports & Entertainment, Healthcare |
| 2 | **Testing** | Two new active sectors this program year |
| 3 | **The destination** | Toward 50,000 quality job outcomes by 2030 |

CIVICSOL



IN CLOSING

# Thank you

One shared method, working across LA's priority sectors toward 50,000 quality job outcomes by 2030.

CIVICSOL

7.

**DATE:** August 19, 2026

**TO:** Workforce Development Board (WDB)

**FROM:**

**SUBJECT:** **Apprenticeship Hub Website Preview Presentation**

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**REQUESTED ACTION:**

**BACKGROUND:**

**ADDITIONAL BACKGROUND:**

**ATTACHMENTS:**

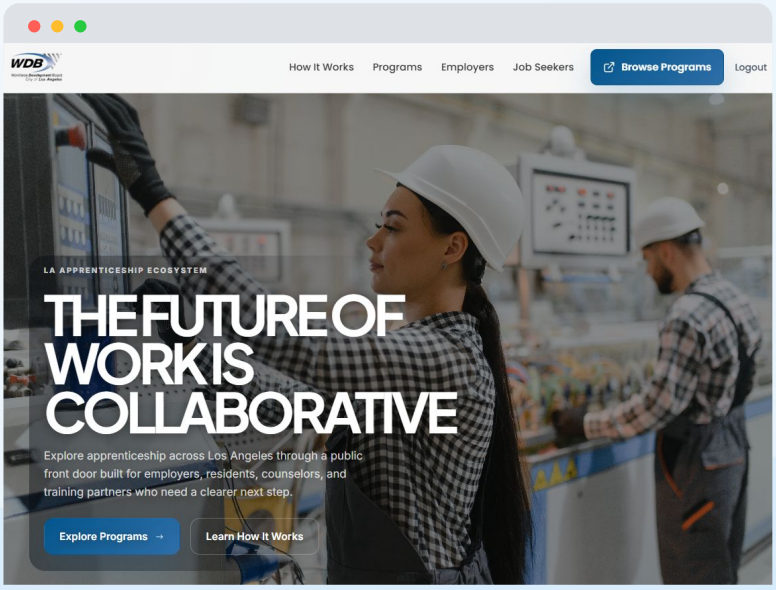
Description

- Item 7 - Apprenticeship Hub Website Preview Presentation

# City of LA Apprenticeship Hub

## Website Preview and Feedback Session

Presented by:
Danielle Martinez, Management Analyst
Workforce Development Board




**WDB Business Services, Marketing and Resource Development Committee Meeting**
August 19, 2026

# Non-Traditional Apprenticeship Ecosystem Initiative

**Launched in alignment with the City's 5 Year Workforce Development Strategic Plan, which aims to connect 50,000 Angelenos to high-quality, living-wage jobs by 2030.**

The Initiative has three goals to support the 5-year plan:

**01**
**Ecosystem Blueprint**

**02 Web Platform Development**

Create a centralized apprenticeship web platform to connect job seekers and employers with opportunities and resources

**03**
**New Registered Apprenticeship**

# Apprenticeship "Hub" Web Platform

**Currently under development in collaboration with Goodwill SoCal & Creating Coding Careers (CCC), the website will feature:**

### Centralized Database
All Registered Apprenticeships (RA) available in LA County

### Stakeholder Tools
Information on how to engage with apprenticeships and tools for all users

### System Integration
Strengthens collaboration between workforce, education, employers, and RA programs

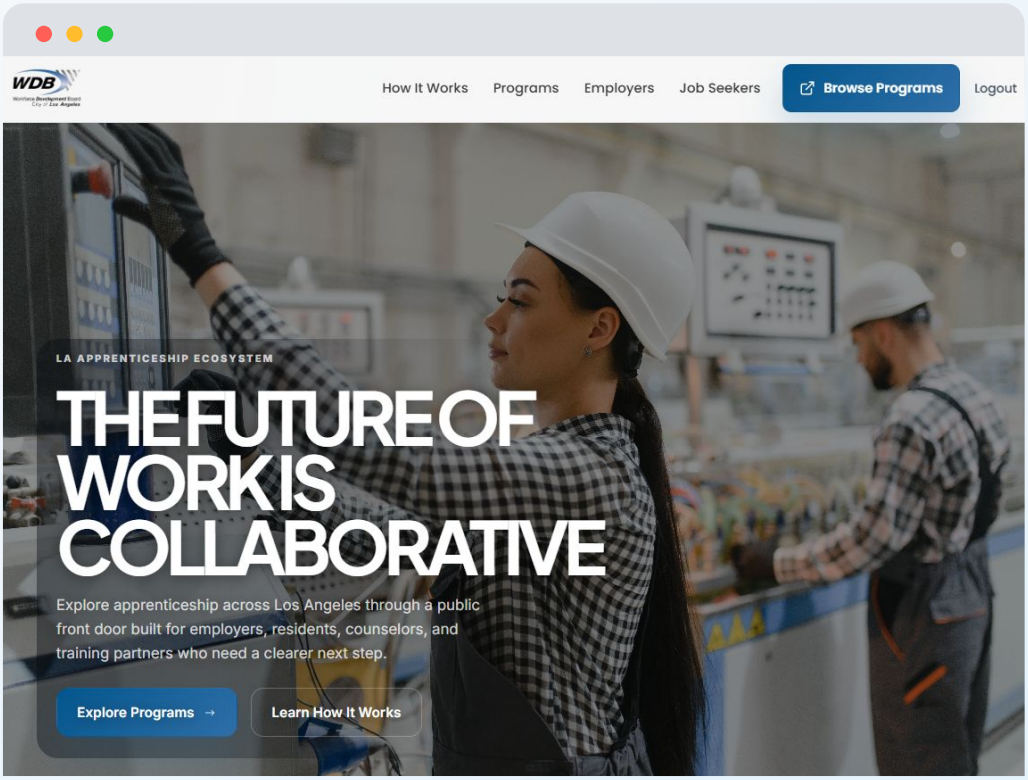
### Equitable Access
Designed for Youth, Justice Involved, Individuals with Disabilities, and more

# What We Want to Learn From You

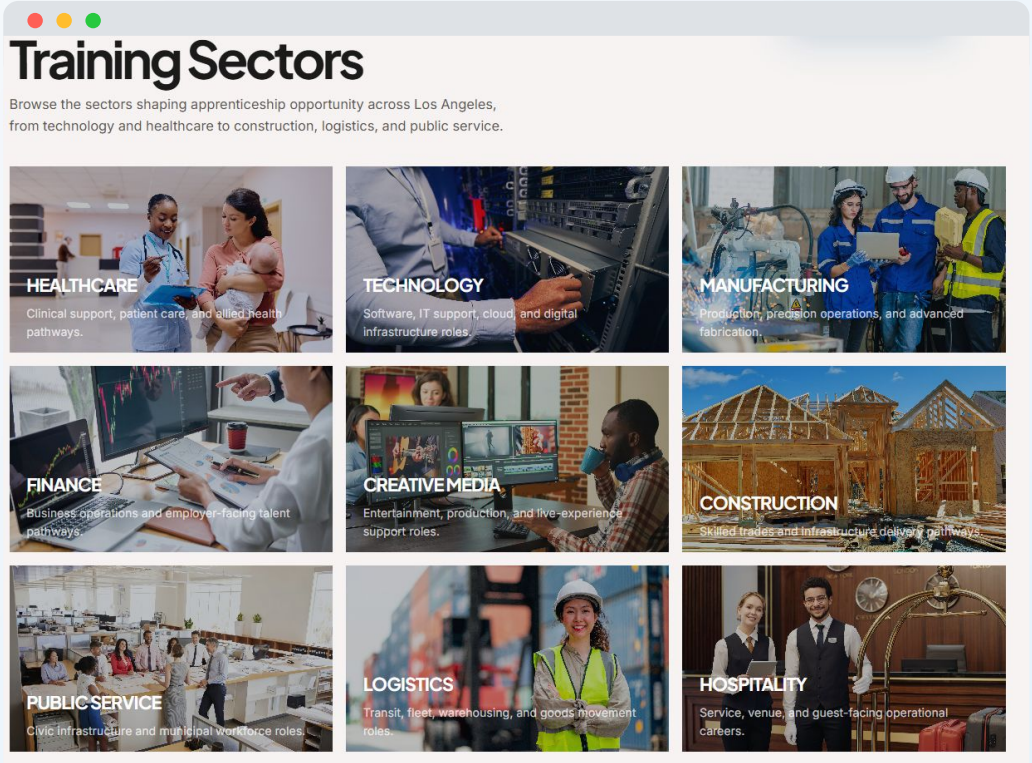
**We're looking at the Hub through an employer lens and want to know:**

- ➔ Is the value proposition clear?
- ➔ Does it answer the questions employers have?
- ➔ Is the pathway from interest → action intuitive?
- ➔ What information or tools are missing?

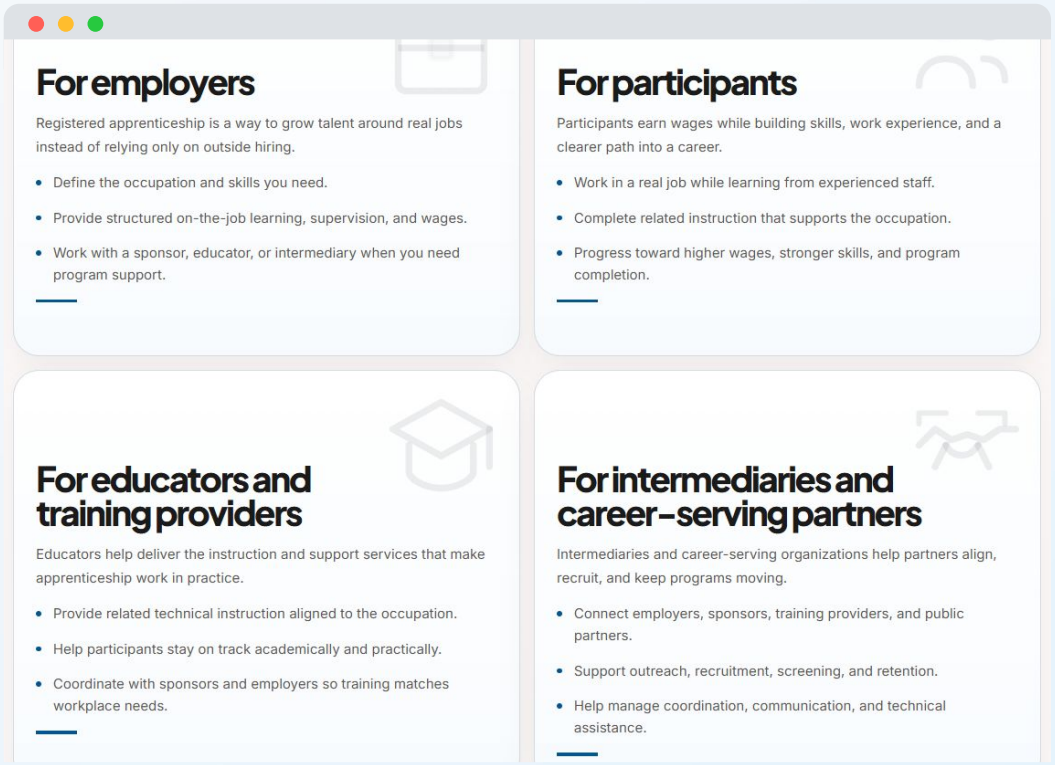
# Apprenticeship Hub Preview



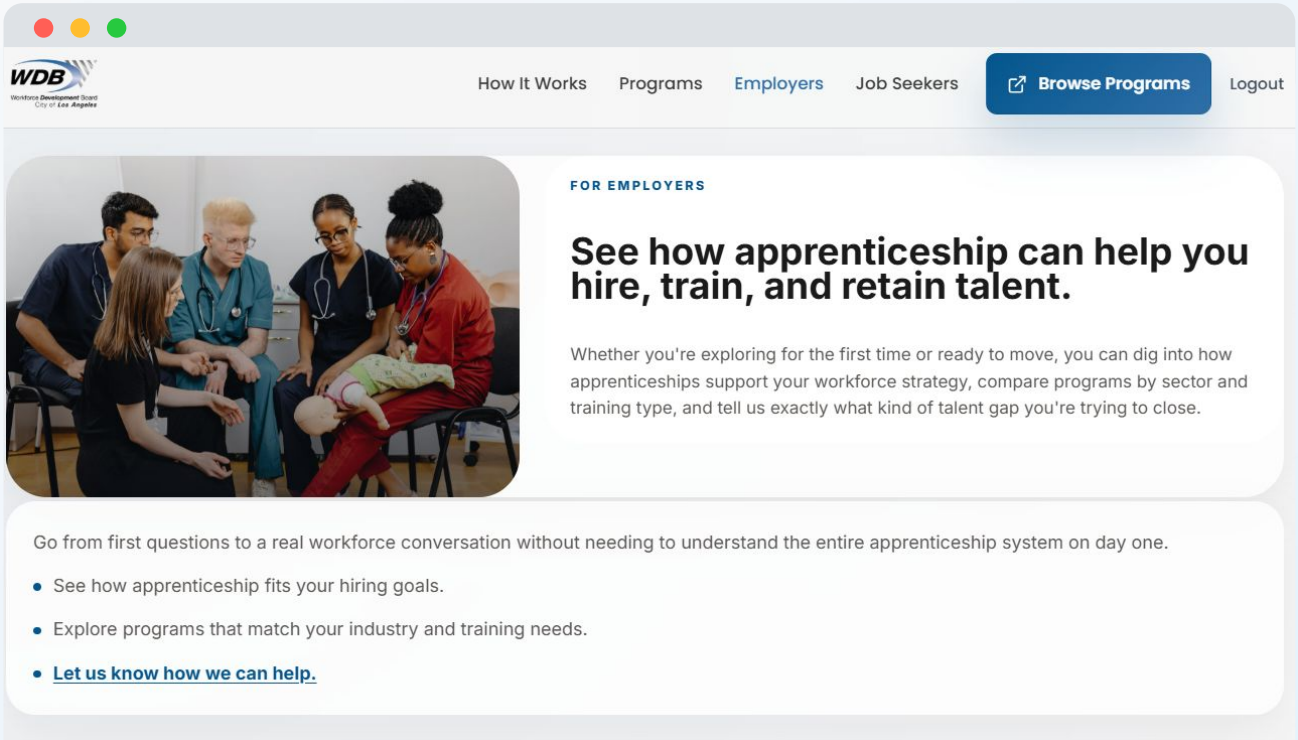

# 5-Year Plan Sectors Highlighted



# Pathways for Different Audiences

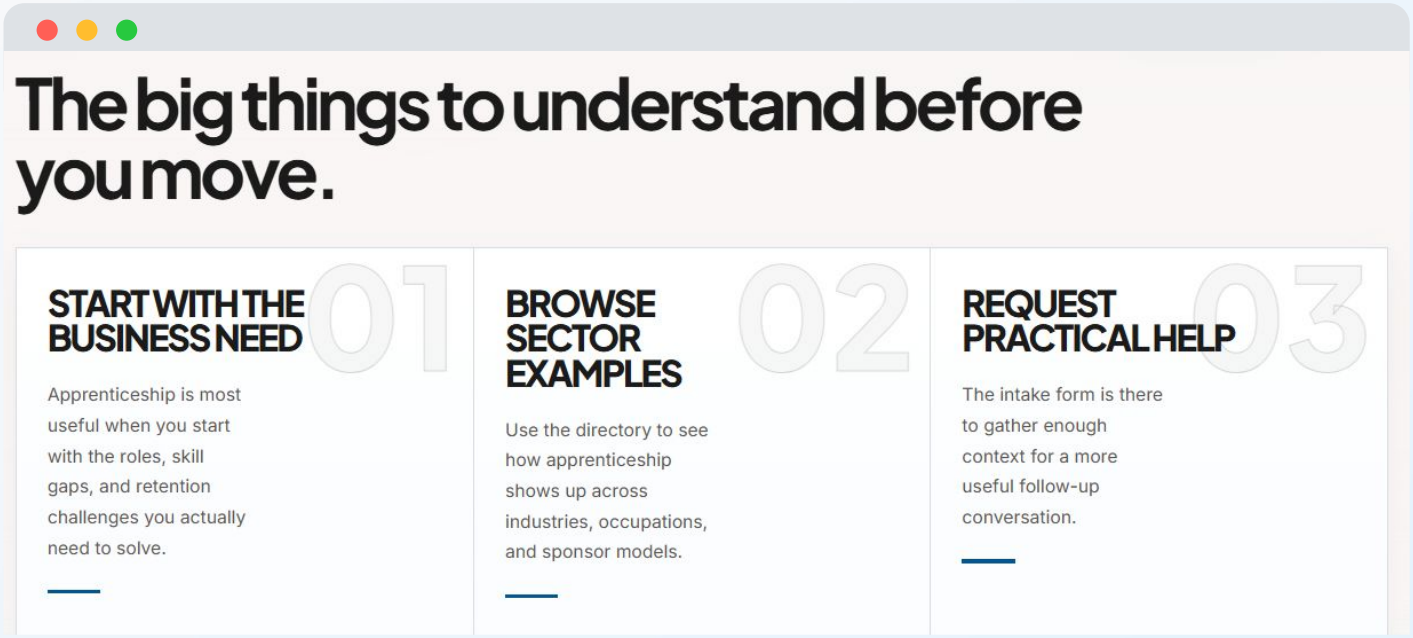



# Employer Landing Page



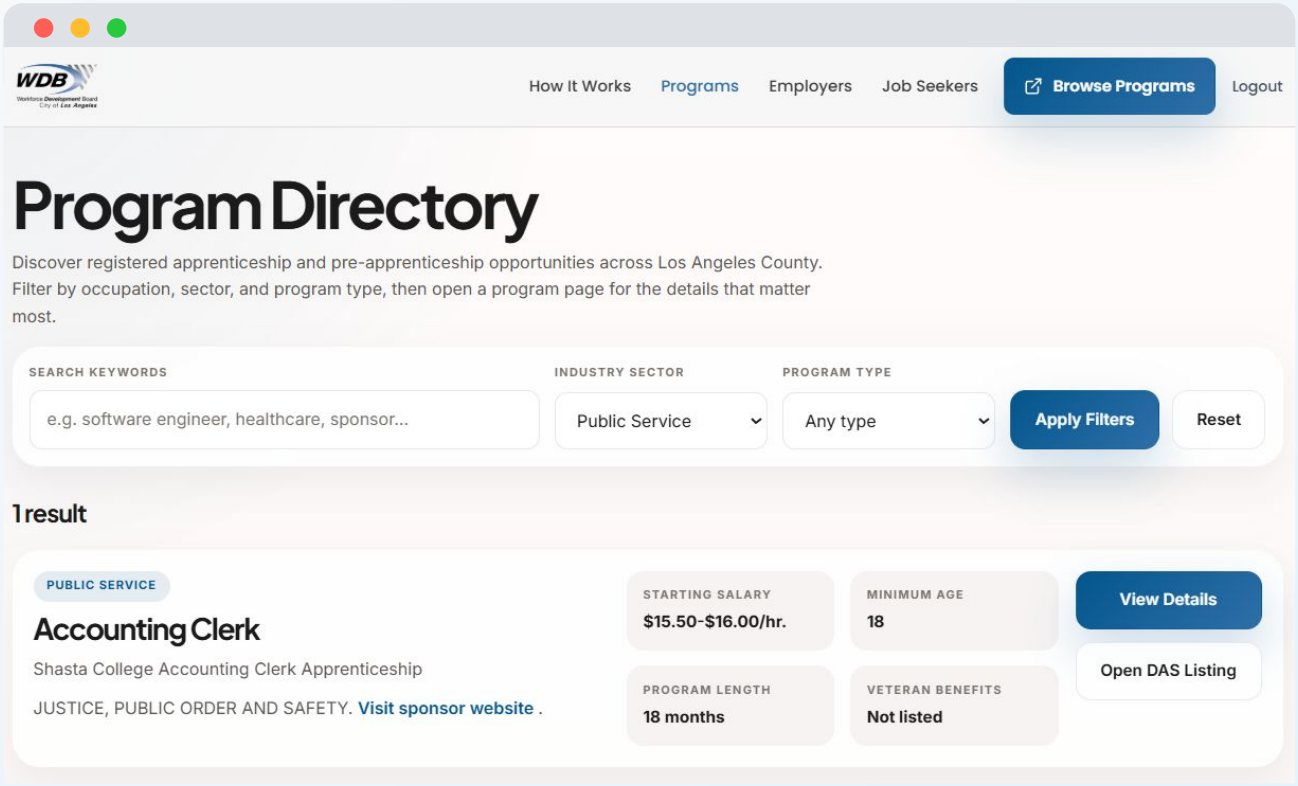

Scroll Down

# Employer Landing Page - Education Tools



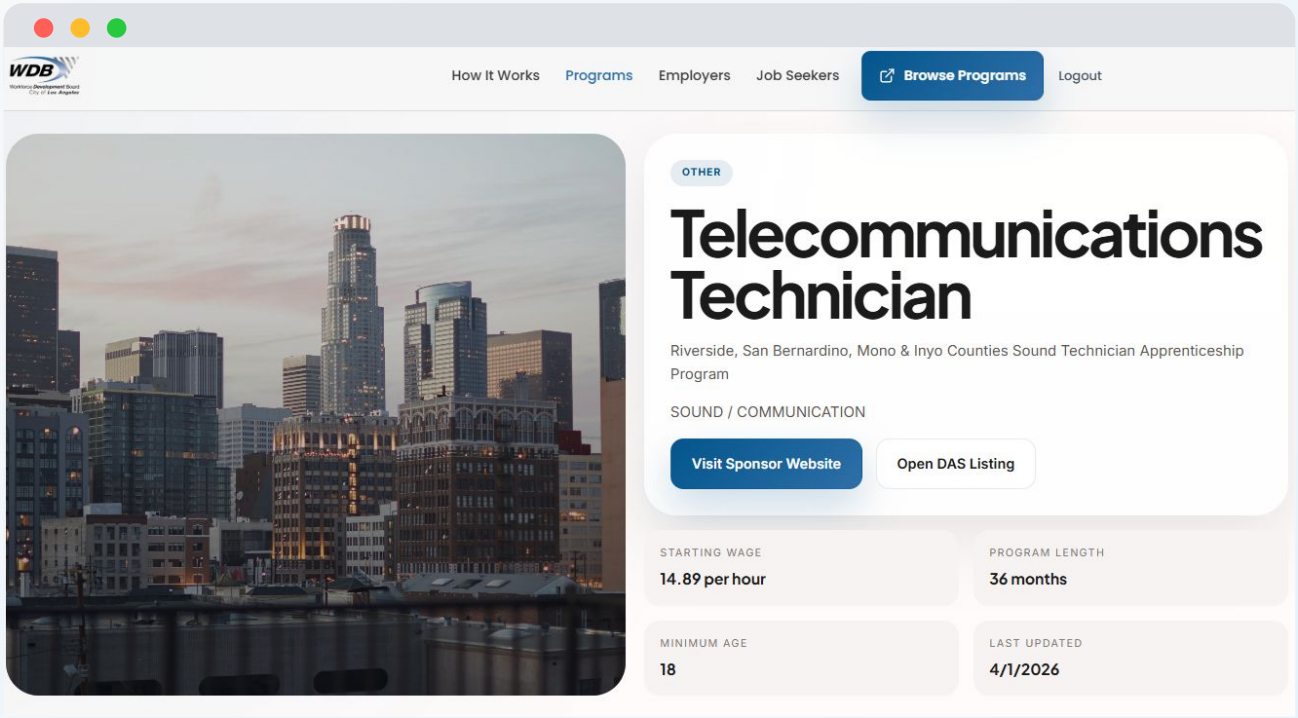

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# Browse Apprenticeship Opportunities

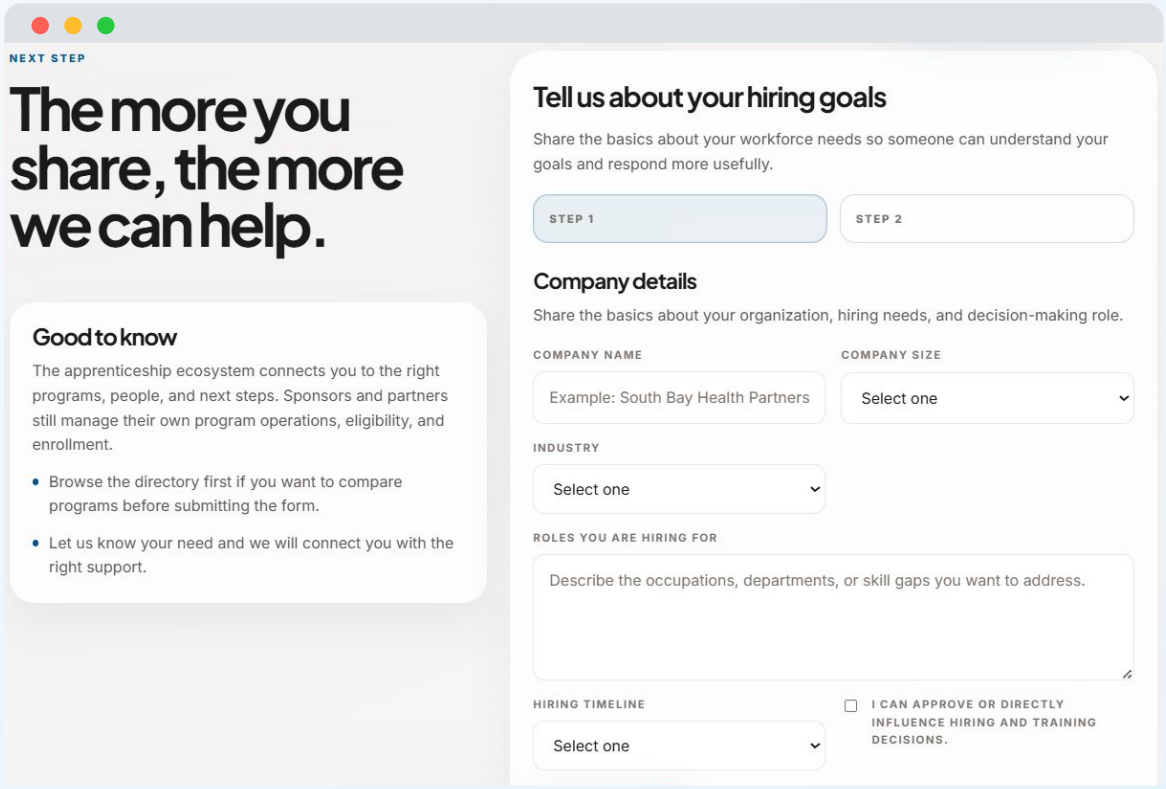



Click View Details

# View Detailed Listings

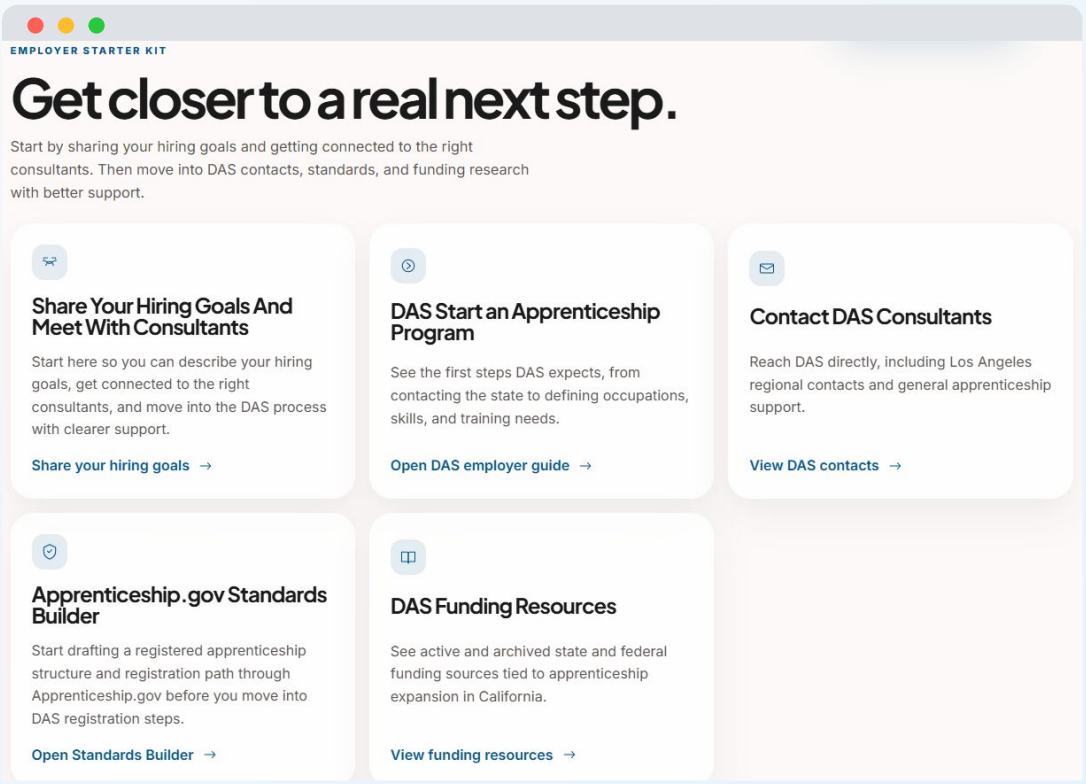



# Employer Landing Page - Interest Form



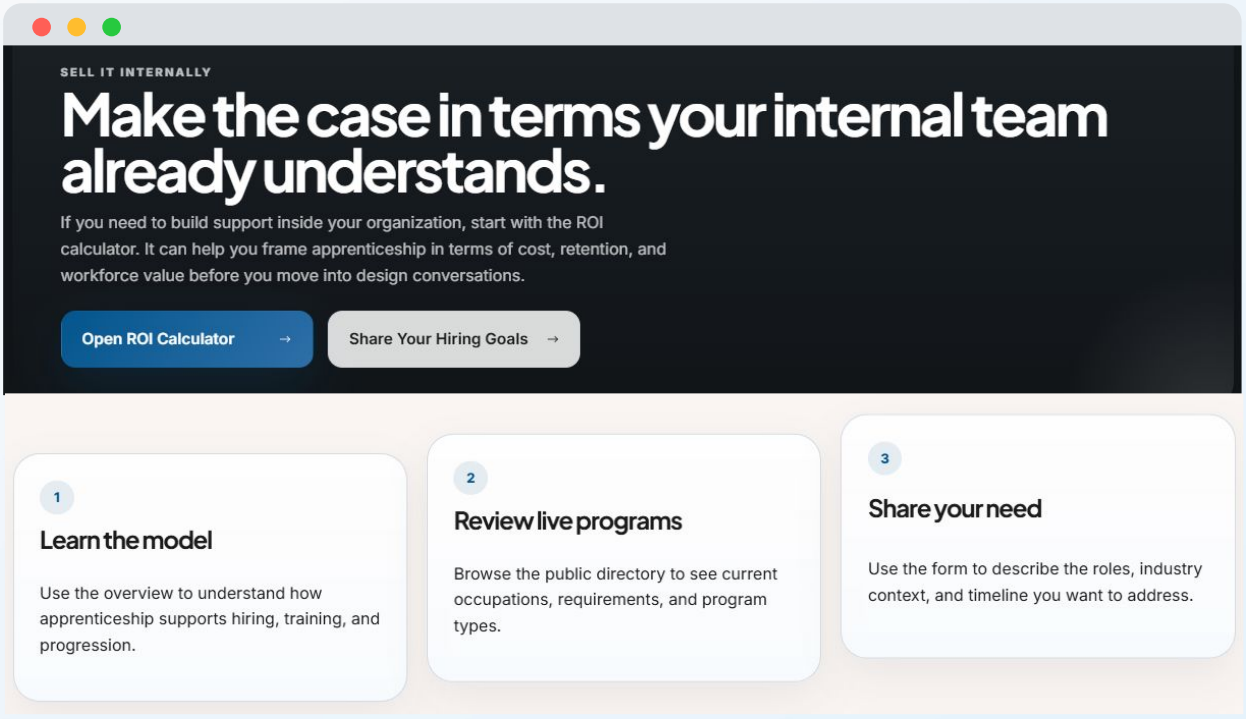

Scroll Down

# Employer Landing Page - Starter Kit




Scroll Down

# Employer Landing Page - ROI Narratives




End of Page

# Go-To Market Strategy: Launch in October 2026

The website's value will be communicated in clear, audience-specific messages and a practical launch sequence:

- **Public Positioning**
- **Message Architecture**
- **Phased Activation Calendar**
- **Launch Toolkit**

# Phased Implementation Plan & Timeline

**Jul – Oct 2026**

**Before Launch**

Readiness & Pilot

- **Finalize brand/domain**
- **Test platform**
- **Pilot with staff**

**Nov 2026 – Jun 2027**

**Phase 2: Launch**

Operations & Transition

- **Activate employer outreach**
- **Track performance**

**Mar – Jun 2027**

**Phase 3: Transition & Future**

Sustainability Models

- **Train staff to lead outreach**
- **Phase out contracted employer outreach**

# WDB Feedback and Discussion

### Website User Experience

Would this platform be useful to your company? Why or why not?

Is it clear what an employer should do next?

What's missing? What's unclear?

### Go-To Market Strategy

What would be the most effective way to reach employers through your networks?

Do you have feedback or concerns regarding the launch plan, tools, or timeline?

# Next Steps

### How you can help:

- Follow the **City of Los Angeles Workforce Development Board** on www.Linkedin.com and share the official website launch.
- Connect us with employers and networks that should know about the Hub.

**Questions? Please contact:**
Danielle.Martinez@lacity.org

# Thank you!