FOR IMMEDIATE RELEASE
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*** NEWS ADVISORY ***

LA AREA CHAMBER ANNOUNCES
‘WORK READINESS CERTIFICATE’ PROGRAM

Skills credential will help employers meet hiring needs and
give advantage to job-seeking youth in Los Angeles

WHO: LA Youth at Work, a program of the Los Angeles Area Chamber of Commerce
City of L.A. Community Development Department, Workforce Investment Board, and
Youth Council

WHAT: Work Readiness Certificate Launch

WHEN: Thursday, Apr. 28, 2005
1:00 p.m.

Renaissance Hollywood Hotel, 1755 Highland Blvd., Hollywood, CA 90028

WHY: Large and small businesses in Los Angeles need tools to help them filter qualified
workers from the pool of potential employees, and job-seeking youth need a credential to
validate their skills base and put them on top of their fellow job candidates. With 20% of
16-24-year-olds in L.A. out-of-school and out-of-work, there’s never been a more critical
time to build bridges between youth and jobs.

The Work Readiness Certificate is a portable credential that lets an employer know that
an applicant posses basic skills. Using the online Skills Match system, youth will
complete a job application and build a resume, which will be reviewed by a case manager
or teacher. The applicant will then complete an application in person with a certified
manager who will score and verify eligibility. Youth will either be granted certification and
a list of job referrals, or will be referred for remediation if deemed ineligible for
certification. Basic competencies evaluated will include writing ability, computer
competency, oral expression, attitude, and communication skills.

The program is a project of the City of Los Angeles Community Development
Department, Workforce Investment Board, Youth Council and LA Youth at Work (a
program of the LA Area Chamber).

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The Los Angeles Area Chamber of Commerce, with 1,400 members, represents the interests of business in
LA County. Founded in 1888, the Chamber promotes a prosperous economy and quality of life in the Los
Angeles region. For more information visit www.lachamber.org.