



Los Angeles Area
Chamber of Commerce

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.
- WHERE:** "Crossroads 2005" Annual Policy Symposium
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 possesses 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.