

PROGRAM ELEMENTS

UNITE-LA's partnership with LAUSD has deepened our knowledge of the learning experiences needed to ensure students are college and career ready. Our highly qualified College Access & Success and Workforce Development teams work directly with assigned school leadership and teaching staff to coordinate education enrichment activities/events and work-based learning experiences to ensure optimal linked-learning opportunities. *As a LAUSD Partner for Student Success, we will provide college and career readiness programming to high priority schools across the district, including:*

Career Readiness - Career Pathways in STEAM, Tech and Health Care

UNITE-LA's Career Pathway programming provides LAUSD students with invaluable work experience—oftentimes their first—and introduces them to sector-specific careers. Through work-based learning (WBL), students explore career options, engage with industry professionals, and connect to pathways to stable, living-wage careers. Our programs partner with regional STEAM, Tech and Health Care employers and community-based organizations to better serve and connect students to linked learning opportunities within these sectors. Our programs employ a multicultural, multi-stakeholder approach to knowledge transfer and human/social capital infusion. In providing LAUSD high school students with early in-demand skills, portfolios, and connections, we help increase awareness, interest, knowledge, confidence, proficiency, and access into high-growth careers while improving economic outcomes for LA's low-income communities. This is particularly critical in the context of racialized income disparities, economic insecurity, and an evolving labor market.

With an emphasis on serving BIPOC high school students, we utilize a targeted universalism approach in concert with a multiplier effect of carefully designed activities to provide a contextualized continuum of employer-led work-based learning (WBL) opportunities. Our WBLs expose youth to real world STEAM, Tech and Health Care careers, while dismantling barriers to employment by changing employer perceptions through exposure to our youth. Our program is designed to help students successfully scaffold and transition through the stages of career *awareness, exposure, exploration, preparation, and training*. The architecture of the design is predicated on perfecting job readiness and building interest and confidence so racially and culturally diverse youth see STEAM, Tech and Health Care occupations as desirable and attainable career paths for diverse populations. We inspire BIPOC youth to pursue these occupations via mentor-based programs (through partnerships with local employers, affinity groups, and professional industry organizations) and other strengths-based strategies that build competencies, motivation, and leadership. We work with industry employers and community partners to help develop/implement innovative sector-specific programming. Currently, all Career Pathway program activities conform to COVID-19 restrictions and are delivered via virtual/distance learning platforms. All activities will remain virtual until it is deemed safe to offer blended programming.

Our series begins with career awareness and exploration opportunities and then progresses into career preparation and training. Activities include: WBL cohorts; career panels; WorkforceReady, an online professional soft skills development platform using employer-validated competencies; job skills workshops; mock interviews and mentoring opportunities with industry professionals; Work Readiness Certification; externships; Tech Career Accelerators for youth to explore pathways in Software Development, IT, Design and Visual Media Arts and Business Operations; and a career planning portal matching youth skills and interests with a UNITE-LA facilitated STEAM, Tech or Health Care career path, and potentially, *paid work experiences/internships*.

Utilizing an industry-led approach and partnerships with local STEAM, Tech, and Health Care employers including 3DEO, Aecom, Boeing, Dolby, Launchmaps, LA Metro, LATech.org, Los Angeles World Airports, Microsoft, Mitu, Northrop Grumman, Snap, Uber, United Airlines, Cedars Sinai, Children’s Hospital L.A., Community Clinic Association LA County, Dignity Health, Good Samaritan Hospital, Kaiser Permanente, L.A. Care, St. Francis Medical Center, and UCLA Health, our program educates employers on the myriad barriers youth—especially BIPOC youth—face and works with employers to change recruitment, hiring, retention, and advancement practices to be more inclusive. To promote diversity and expand career awareness opportunities for underrepresented youth, UNITE-LA partners with sector organizations and affinity groups and recruits professional speakers, mentors, and industry experts of color who reflect the diversity of our youth, and who help counter the misconception that certain careers—especially STEAM, Tech, and Health Care—are unattainable for people of color. Industry organizations/affinity groups include National Society of Black Engineers, Society of Hispanic Professional Engineers, Southern California Aerospace Council, LATech.org, LinkedIn and the National Association of Corporate Directors.

Because many LAUSD students we serve lack access to early and meaningful work experience and/or WBL opportunities which are critical to building essential skills and forging strong relationships with industry professionals, they miss out on opportunities to gain exposure, grow occupational knowledge, improve basic and interpersonal skills, develop industry-specific behavioral characteristics, and build social capital for sector success. Thus, our program not only provides invaluable job readiness training, but facilitates the development of transferable and essential soft skills. In May 2020, UNITE-LA launched WorkforceReady, an online professional development platform consisting of virtual learning and assessment modules using employer-validated competencies. The 6-week, self-paced curriculum teaches essential hard/soft skills including time management, critical thinking, creative problem solving, resume building, communication skills, and professional relationship building through four learning/assessment modules: ApplicationReady, InterviewReady, JobReady, and CareerReady.

College Readiness – L.A. Cash for College

UNITE-LA’s [Cash for College](#) (CFC) program is key to our ongoing efforts to increase post-secondary attainment, particularly amongst L.A. youth of color, and promote a college-going culture across greater Los Angeles. In response to COVID-19, UNITE-LA converted CFC to virtual formats. UNITE-LA’s online platforms greatly expand our ability to complement our in-person CFC convention with year-round, in/out of school programming through virtual

workshops, presentations by college access experts, and resources on how to apply for financial aid remotely. Although CFC now employs a post-pandemic hybrid approach, our virtual events and workshops fill existing knowledge gaps while also covering broader college access/lifestyle topics—particularly key inflection points that ensure students not only matriculate, but graduate. CFC continues to inform youth of financial aid resources; provide college and career advising; assist LAUSD students in completing/submitted FAFSA and CA Dream Act (CADAA) applications; and award randomly selected scholarships to college readiness program participants. We provide direct support to students and families in collaboration with a wide network of college access providers, high school guidance counselors, and local higher education admissions staff - effectively bridging the gap between K-12 and postsecondary to create seamless onramps into higher education for first-generation college going students. Over **8,000** local students and families benefit annually from CFC educational workshops, panels and interactive presentations on: College 101, CSU & UC admissions, surviving the first year of college, financial aid overview, completing the FAFSA, scholarships and resources, how to get work experience and internships, exploring specific high-growth careers, AB540 and the California Dream Act (for undocumented students), the Chafee Grant application for foster youth, financial literacy and planning, and applying for community college and the L.A. College Promise.

CFC will host/facilitate 30 Financial Aid (FAFSA and CADAA) and College Access Workshops throughout the school year. Our team is collaborating with LAUSD and other school districts to ensure CFC workshops are incorporated into virtual classroom curriculum. Participants will have direct access to college admissions officers, counselors, college students/alumni, and local business representatives. Last year, **12,000+** youth completed financial aid applications through CFC and leveraged over **\$30 million** in state/federal financial aid. Since inception, CFC has helped **300,000+** youth prepare for college and leveraged over \$1.2 billion in financial aid.

PRICE SCHEDULE

UNITE-LA

Rate Schedule of Fees

	Year 1	Year 2	Year 3	Total
Annual Staff Salary	68,000.00	70,040.00	72,141.20	210,181.20
Benefits (21.30%)	14,484.00	14,918.52	15,366.08	44,768.60
Subtotal	82,484.00	84,958.52	87,507.28	254,949.80
Student Program Support				
Annual College & Career Fair	500.00	525.00	550.00	1,575.00
Job Skills Workshops	550.00	625.00	700.00	1,875.00
Work Readiness Certification	250.00	250.00	250.00	750.00
Industry Career Panels (4)	200.00	200.00	200.00	600.00
Student Transportation				
Cash for College Convention	900.00	900.00	900.00	2,700.00
Job Shadows / Worksite Visits	1,350.00	1,350.00	1,350.00	4,050.00
Subtotal	3,750.00	3,850.00	3,950.00	11,550.00
Total	86,234.00	88,808.52	91,457.28	266,499.80
Hourly Fees (Year)	\$41.46	\$42.70	\$43.97	\$42.71