



N E W S R E L E A S E

MARK RIDLEY-THOMAS

CA Senate District 26

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For Immediate Release
June 13, 2007

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Ridley-Thomas says “Let’s Get REDI!”
Objectives of New Program at LA Trade Technical College
parallel Senator’s priorities

Los Angeles CA--Senator Mark Ridley-Thomas (D-26), joined a host of more than 250 supporters and students at Los Angeles Trade Technical College for the launch of Trade Tech’s long anticipated Regional Economic Development Institute (REDI). REDI is a specialized “school within a school” aimed at strengthening the regional economy through an innovative career training curriculum to better equip students with the skills sets needed for succeeding in today’s marketplace.

“The need for a better educated, more competent workforce has been well documented,” said Ridley-Thomas, Chair of the Senate Business, Professions and Economic Development Committee. “Therefore, any strategic plans for the State’s community colleges and universities must include access for inner city youth to college courses that launch life-altering careers in today’s economy and tomorrow’s business world. I believe the mission of REDI positions it to have a profoundly positive effect on this issue throughout greater Los Angeles.”

Funded by a \$1 million contribution from Bank of America and many other generous gifts, REDI will create a strong region-wide workforce development system which will include industry-driven workforce training programs, universal skills development, school-based career and technical education, as well as community partnerships linking low income communities to economic opportunities.

Dr. Denise Fairchild, a long-time faculty member at LA Trade Tech College and the principal founder of REDI stated, “The Regional Economic Development Institute will change the way we approach career-technical education. We will lay out a path for students, right here in downtown Los Angeles, to move them into sustainable high-demand jobs in high growth industries. With the help of the state legislature, business community, organized labor, and funding partners, a new Los Angeles workforce is not only possible, but imminent.”

Ridley-Thomas added that the Senate Sub-committee on the Economy, Workforce Preparation and Development , which he also chairs, will focus a great deal of its attention on REDI and similar programs statewide, to foster improved performance of California industry in terms of economic diversification and the utilization of domestic labor markets.

“This committee was created to enable the Senate to explore efforts to enhance career technical education by emphasizing the role the California Community College system plays in workforce preparation and development in vocational education,” stated Ridley-Thomas. “I stand ready to partner with others who are willing to commit to a planning process to advance innovation, review progress and address challenges particularly as they pertain to meeting the employment and educational needs of our region’s low income and underserved communities.”

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\$2.25 Million Launches REDI



The launch of the Regional Economic Development

Institute was an amazing success! More than 400 people crammed Steven's Square to view a truly star-studded platform of political and business luminaries including the Mayor of Los Angeles Antonio Villaraigosa, city councilwoman Jan Perry and state senator Mark Ridley-Thomas. All were here to provide support to Dr. Denise Fairchild's REDI project, aimed at re-



underserved populations into high-demand jobs. Bank of America chairman and CEO Ken Lewis made a rare public appearance to announce that his bank was giving \$1 million dollars to REDI. Then Sunne Wright McPeak representing the California Emerging Technology Fund announced it



was handing over \$750,000 to the REDI project. Finally the mayor himself announced a city WIB grant to Los Angeles Trade-Technical College 's REDI project for another \$500,000. All told, REDI has \$2.25 million dollars in launch funding. Major broadcast media were on campus for the announcement, and the event was covered in both the LA Times and La Opinion. The event really showcased the college and the work being done to develop this region's workforce.



Besides Denise, Marcy Drummond and Chini Johnson played key roles in putting together this program from the beginning. Thanks should go to everyone who contributed to such a spectacular event. The world was watching Trade Tech and we looked great! 070615

July 16, 2007



**The Honorable Mayor of Los Angeles
Antonio R. Villaraigosa**

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**Chairman and CEO, Bank of America
Kenneth D. Lewis**

•
**President, Los Angeles Trade-Technical College
Dr. Roland "Chip" Chapdelaine**

**Cordially invite you to
the funding launch of the**

Regional Economic Development Institute

REDI is an LATTC-based research, training and placement program for career-technical careers in Los Angeles' high-demand jobs. Bank of America will announce grant support of **REDI** and its partnership with the Mayor's workforce development initiative. Additional funding from California Emerging Technology Fund will also be announced.

**Wednesday June 12, 2007
10:00 a.m.**

Los Angeles Trade Technical College
Steven's Square
400 W. Washington Blvd.
Los Angeles, California
RSVP to 213 763-7047

Rooftop Parking Available from Grand Avenue and 21st Street

Los Angeles Trade Tech Announcement with Ken Lewis
Tuesday, June 12, 2007
Los Angeles

MEDIA COVERAGE

Print:

- *Los Angeles Times*, "City, Partners Launch Student Training Effort," June 12, 2007
Link: <http://www.latimes.com/business/la-fi-jobs12jun12,1,2783523.story?coll=la-headlines-business>
- *Los Angeles Business Journal*, "City, Partners Launch Student Training Effort," June 12, 2007 (LA Times article)
- *San Diego Union-Tribune*, June 13, 2007 (AP story)
Link: <http://www.signonsandiego.com/news/state/20070612-2106-ca-brf-socal-workforceprogram.html>

Wire:

- Associated Press, "LA Partners in Student Training Effort to Provide Skilled Workers," June 13, 2007
- Reuters.com, "New Workforce Training Institute to be Announced by Mayor Antonio Villaraigosa, Bank of America CEO Ken Lewis, and Los Angeles Trade Tech College," June 12, 2007

Online:

- San Francisco Chronicle Online, "LA Partners in Student Training Effort to Provide Skilled Workers," June 12, 2007 (AP story)
Link: <http://www.sfgate.com/cgi-bin/article.cgi?f=/n/a/2007/06/12/state/n210634D73.DTL>
- San Jose Mercury News Online, "LA Partners in Student Training Effort to Provide Skilled Workers," June 12, 2007 (AP story)
Link: http://www.mercurynews.com/news/ci_6126457
- PE.com (Press Enterprise), "LA Partners in Student Training Effort to Provide Skilled Workers," June 12, 2007 (AP story)
- Monterey County Herald Online, "LA Partners in Student Training Effort to Provide Skilled Workers," June 12, 2007 (AP story)
Link: http://www.montereyherald.com/portal/state/ci_6126457?_loopback=1
- Fresno Bee Online, "LA Partners in Student Training Effort to Provide Skilled Workers," June 12, 2007 (AP story)
Link: <http://www.fresnobee.com/384/story/57478.html>
- SanLuisObispo.com, "LA Partners in Student Training Effort to Provide Skilled Workers," June 12, 2007 (AP story)
Link: <http://www.sanluisobispo.com/348/story/66284.html>
- LA Biz Observed, "Tuesday Morning Headlines," June 12, 2007
Link: http://www.laobserved.com/biz/2007/06/tuesday_morning_head_39.php

- Workforce Developments Blog, "LA Times Responds to Workforce Developments!" June 13, 2007
Link: http://workforcedev.typepad.com/workforcedev/2007/06/la_times_respon.html
- Reuters.com, "New Workforce Training Institute to be Announced by Mayor Antonio Villaraigosa, Bank of America CEO Ken Lewis, and Los Angeles Trade Tech College," June 11, 2007
- WallStreetJournal.com, "New Workforce Training Institute to Be Announced," June 12, 2007
Link: http://online.wsj.com/public/article/PR-CO-20070611-901876-6UM0Zuhcmi6O2leC3lFBcUoRF9A_20070611.html?mod=wsjcrmain
- Digital5.0.com, "New Workforce Training Institute Led By Los Angeles Trade Tech Announced," June 12, 2007
Link: <http://digital50.com/news/items/PR/2007/06/12/CLTU062/new-workforce-training-institute-led-by-los-angeles-trade-tech-announced-as-key-compo.html>
- Earthtimes.org, "New Workforce Training Institute Led By Los Angeles Trade Tech Announced," June 12, 2007
Link: http://www.earthtimes.org/articles/show/news_press_release,120982.shtml

City, partners launch student training effort

The program aims to cut unemployment and provide skilled workers to firms and agencies.

By Molly Selvin
Times Staff Writer

June 12, 2007

Los Angeles officials, businesses and a community college are joining forces to address a skilled-worker shortage and high unemployment in some city neighborhoods.

The Regional Economic Development Institute, to be announced today by Mayor Antonio Villaraigosa, aims to train thousands of low-income students in the skills necessary for jobs with city agencies and private businesses. The institute, which has already begun operation, is modeled after successful programs in other cities that match training with available local jobs, many in technology-related fields.

"We have a very robust economy here," said Denise Fairchild, who directs the new institute at Los Angeles Trade-Technical College near downtown, "but every employer we've talked to is dying to find skilled workers."

And though the regional economy may be strong, unemployment and underemployment remain stubbornly high in pockets such as South Los Angeles.

The institute's industry partners, including the Los Angeles Department of Water and Power, the California Restaurant Assn. and Southern California Gas Co., will help develop curriculum to enable students to move directly from the classroom into jobs, she said, although jobs are not guaranteed. The institute will emphasize emerging technology fields such as solar installation and water recycling and reclamation.

The training programs for adults vary in length and cost depending on the skills or jobs. The institute also plans to work with middle and high schools to help students develop career plans.

In the past, Fairchild said, job-training agencies and employers often "operated in isolation."

A \$1-million donation from the Bank of America Charitable Foundation has helped fund the institute.

The Charlotte, N.C.-based bank typically hires as many as 4,000 workers in Los Angeles County, said Brad Dinsmore, Bank of America Corp.'s West region executive.

The bank already hires graduates of Trade-Tech's training programs as bank tellers and for other positions in mortgage finance, he said.

This kind of industry-focused training program has helped cut unemployment in other regions, said Evelyn Ganzglass, a director at the Washington-based Center for Law and Social Policy. "Unemployed people get trained for entry-level positions, but often they get their skills upgraded so they can later advance to other jobs," she said.

The Los Angeles program is similar to one launched a decade ago by SF Works, a nonprofit workforce training agency in San Francisco.

Students learned basic skills within the context of a specific job or employer, said Terri Feeley, SF Works' executive director. Those interested in bioscience jobs, for example, learned about ratios and percentages by mixing solutions, she said, while students hoping for a job in construction learned the same math concepts by working with the kinds of calculations builders need to make.

These programs are "absolutely worthwhile," Feeley said. They draw companies such as Bank of America because "if they get the right people there's less turnover, and that helps both the employer and the worker."

To learn more about the Regional Economic Development Institute, e-mail Trade-Tech Vice President Marcy Drummond at drummomj@lattc.edu.

molly.selvin@latimes.com

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