



FOR IMMEDIATE RELEASE

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UNITE-LA ENSURES IMPORTANT PROGRAMMING FOR L.A. YOUTH CONTINUES DURING THE PANDEMIC

LOS ANGELES — UNITE-LA today announced its plan to continue important work geared toward Los Angeles' youth, particularly the most vulnerable. As many businesses and organizations learn to meet the needs of the individuals they serve, UNITE-LA is similarly reimagining some of its work to ensure youth are able to become successful, productive, future members of the workforce.

UNITE-LA is partnering with Cornerstone OnDemand Foundation (CSOD Foundation) to enhance virtual workforce development and programming through their new online learning initiative called WorkforceReady. The CSOD Foundation provides technology solutions to strengthen nonprofit organizations around the world by helping them develop, engage, and empower their employees and the people they serve.

Our partnership with the CSOD Foundation will help us serve participants through a three-step process that prepares, assesses and validates their work readiness.

“At the heart of UNITE-LA’s mission is the importance of access, and it is our responsibility to ensure all of our youth can continue to prosper even in the most challenging of times,” said David Rattray, President and CEO, UNITE-LA. “While we cannot deny the current pandemic is forcing us to rethink and, at times, redo how we deliver our programming, we also know the need to do so is imperative so that youth continue to have the opportunities to be the best they can be.”

WorkforceReady will offer online courses for participants to develop essential, non-technical skills, including time management, creative problem solving, resume building, communication skill development, professional relationship building and more. After students complete the core curriculum successfully, they will be invited to participate in a Work Readiness Certification assessment, including a mock interview. Those who successfully complete the mock interview will receive a Work Ready Certificate validating their readiness to join the workforce.

While preparations are made to launch the rollout of WorkforceReady, the UNITE-LA Youth Engagement team, in collaboration with partner organizations, will provide virtual platforms as a temporary solution for their upcoming spring job skills workshops and work readiness certifications platforms. The WorkforceReady platform will be a longer term and more permanent solution and provide more extensive, professional development resources in preparing youth for jobs, internships and career planning.

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About UNITE-LA

Over the past 20 years, UNITE-LA has been a trusted business intermediary, dedicated to supporting the development of an effective local public education system, so that all children and youth succeed in college, career and beyond. Through the intersection of programming, policy, and systems change efforts, UNITE-LA works to increase access to high-quality early childhood education, develop career pathways in high-growth industries, improve college access and success, and ensure workforce readiness, especially for individuals with high barriers into the workforce. Visit www.unitela.com.

About the Cornerstone OnDemand Foundation

The Cornerstone OnDemand Foundation transforms the way people help people. By providing Cornerstone OnDemand's talent management technology and capacity-building programs to the nonprofit sector, the Foundation helps organizations around the world better develop, engage and empower their employees and the people they serve. The Foundation focuses its efforts in the areas of education, workforce development and disaster relief. Since its founding, the Foundation has forged strategic partnerships with many leading nonprofits, such as Save the Children, Teach for America, Team Rubicon, Upwardly Global, and YearUp. Visit www.cornerstoneondemand.org.