



Building Careers.
Changing Lives.

Reaching New and Diverse Audiences



Expanding Our Reach

▶ Partners

- Who do we serve?
- Who else should we be serving?

▶ Courses

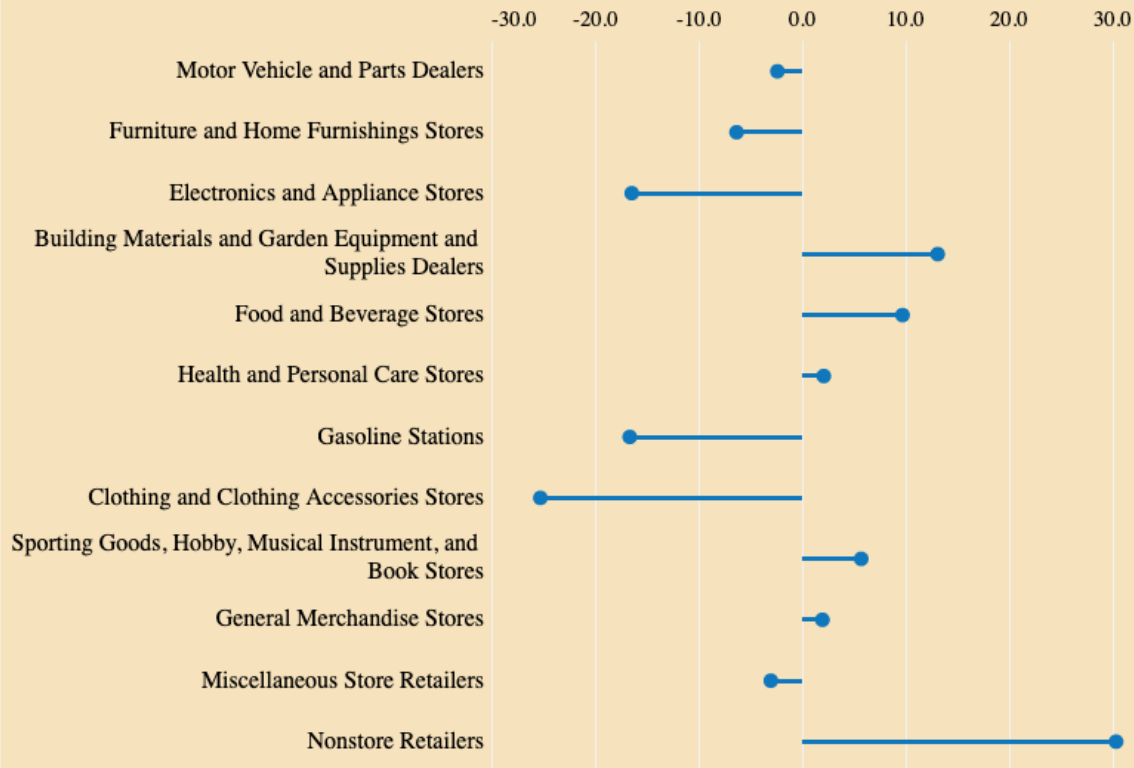
- What do we offer?
- What else should offer?

Estimated Sales for U.S. Retailers

Percent Change in Sales From 2019 to 2020



Retail Trade



Note: Additional information on confidentiality protection, quality suppressions, sampling error, sampling design, and definitions can be found at www.census.gov/programs-surveys/arts/technical-documentation/methodology.html.

United States[®]
Census
Bureau

U.S. Department of Commerce
U.S. CENSUS BUREAU
census.gov

Source: 2020 Annual Retail Trade Survey,
<www.census.gov/programs-surveys/arts.html>.

Shifts in Demand



Young Adults



Focus on Projects

Focus on conservation projects that benefit the environment and service-learning projects that benefit the community:

- Urban forestry
- Community Beautification
- Recycling and Zero Waste Education
- Wildfire Prevention and Recovery
- Food Security
- Parks and Recreation Development



Responding to Opportunity

Additional training courses:

- Practical knowledge
- Hands-on experience
- Ability to work safely
- Meet demands of changing workplaces

Beyond Safety

‘OAI helps LA Conservation Corp participants develop a higher level of confidence; a sharpened set of communication skills; and advanced social capital.’



New Partnerships

Detainees and Returning Citizens

Individualized Training



- ▶ Plan series of courses
- ▶ Individualized goals leading up to release
 - ▶ Food handling
 - ▶ GED
 - ▶ Parenting
 - ▶ Mental Health
 - ▶ Business Planning
 - ▶ OSHA 10/30
 - ▶ Forklift



Meeting the Need

- ▶ HW21
 - 128 Participants
- ▶ HW22 (June-October)
 - 130 Participants



An Aim for Language Equity

Course Offerings in Spanish

Meeting the Need





Opportunities for the Future

Reaching New and Diverse Audiences

