STAFF REPORT

Meeting Date: August 19, 2014

To: Honorable Mayor & City Council

From: Shelley Ovrom, Assistant Director of Administrative Services/HR

Subject: "Hire Local" Program Outreach and Request by Councilmember Mirisch for Council Consideration of Local Preference in the City's Internship Program

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INTRODUCTION

Councilmember Mirisch requested the City Council consider establishing a "Hire Local Program" in order to encourage and target outreach to residents of the City of Beverly Hills. Sandra Olivencia, the former Assistant Director of Administrative Services/Human Resources, provided the City Council with information regarding the City's current outreach efforts and statistics at the meeting of January 7, 2014. Per the direction of the City Council at that meeting, an outreach plan to promote the Hire Local Program was established. In addition, Councilmember Mirisch is asking the City Council to consider local preference in the recruitment and selection process for the city's internship program.

DISCUSSION

Currently, job opportunities for the City of Beverly Hills are advertised on the City's website, which includes a video that promotes the professional opportunities with the City. In addition, job opportunities are posted on the City's cable channel, professional organization websites, and in professional magazines. The City promotes interest in public service by attending job fairs and professional days at local high schools. The City also has a highly successful Internship Program that provides high school, undergraduate and graduate students valuable work experience in public policy and management. The City has partnered with the Beverly Hills Unified School District to provide their high school students with summer internship opportunities designed to complement their career planning courses.

In order to provide further resources for local residents to learn about job opportunities with the City, Human Resources has partnered with the City's Communications team to begin developing and implementing the following additional communication tools for outreach to our residents:

- Utilization of Social Media – LinkedIn, Facebook, Twitter
- Advertising in the local newspapers (The Courier and Weekly)
- Advertising on-line via Patch
- Advertising in the City's Recreation Guide
- Email 'blasts' via the City's e-notice system
- Promotional material at the Farmers Market
- Promotional material for and/or attend HOA and Community meetings
- Brief presentation at the Team Beverly Hills graduation ceremonies

From the period of January 7, 2014, when direction was provided to establish a Hire Local program, through June 1, 2014, Human Resources has received 4,388 applications for full-time and part-time positions, 133 of which were Beverly Hills residents. We have hired 69 full-time and part-time employees during this period, 6 of which are Beverly Hills residents.

Additionally, the City has a very successful and robust internship program with paid internship opportunities available to undergraduate and graduate college students attending an accredited college/university, or post-graduate students who are within one year of graduation from an undergraduate/graduate program.

Internship program opportunities are advertised on the City website and with the career centers of many schools throughout Southern California. Human Resources also attends local campus job fairs. Students have been recruited

from universities such as UCLA, UC Berkley, UC Irvine, Cal Poly Tech San Lois Obispo, Cal State Northridge, Long Beach, Chico, and USC. We have also had students from Washington DC, Texas, Pennsylvania and New York. Many of our interns have found jobs with reputable companies, or have decided to pursue advanced degrees, with the valuable skills and experience acquired in the City's internship program.

Students interested in participating in the City's internship program complete an application on-line and are asked to complete a supplemental questionnaire which provides Human Resources with information regarding the students' interest, career goals and written communication skills. Students are required to provide a transcript that reflects their enrollment and grade point average, which must be at the minimum of a 3.0. Qualified applicants are invited to an interview and the selected individuals go through a thorough reference and background check.

Following is an overview of the internship program applicants/hires for calendar year 2013 and 2014 year-to-date:

	2013	2013 % BH Residents	2014 Year-to-Date	2014 % BH Residents
Total Applications	202		77	
BH Residents	8	4%	12	16%
Total Hired	6		9	
BH Residents	1	17%	3	33%

In addition to paid internship opportunities, the City also offers unpaid volunteer opportunities for school credit to high school students that are age 16 or older. The City has been working with Robert Hayne from Beverly Hills High School to place qualified high school students in volunteer positions in the City. Students interested in volunteering with the City apply with the Community Services Department and when placed with a City department, have the opportunity to participate in internship program events and activities.

While the City promotes and encourages local hiring, Beverly Hills is an equal opportunity employer. All appointments, promotions and personnel transactions shall be based upon merit. Hiring and promoting on merit occurs after a competitive examination process and creation of a list of eligible candidates. All

those interested in joining the City's workforce are always welcome and encouraged to apply.

FISCAL IMPACT

There is no fiscal impact associated with this report.

RECOMMENDATION

This update is provided based on the initial request of Councilmember Mirisch. Staff seeks input from the City Council on the issue of local preference for the internship program and any additional measures to be implemented to attract residents to city job opportunities.

Don Rhoads	Shelley Ovrom
Finance Approval	Approved By