

**CITY OF LOS ANGELES**  
INTER-DEPARTMENTAL CORRESPONDENCE

Date: May 20, 2025

To: The Honorable Members of the City Council

From: MALAIKA BILLUPS, General Manager  
Personnel Department



Subject: **COUNCIL FILE 25-0600-S1 PERSONNEL DEPARTMENT'S  
REPORT REGARDING EMPLOYEE RECRUITMENT AND RETENTION**

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**RECOMMENDATION**

That the City Council note and file this report.

**BACKGROUND**

Per California Assembly Bill No. 2561, Section 3502.3, the Personnel Department is implementing the following recruitment and retention efforts.

**I. Recruitment Efforts**

The Personnel Department Civilian Recruitment Section continues to implement various approaches to recruit qualified applicants for City positions, such as the following:

1. **Posting on public feeds.** The recruitment team posts all civil service opportunities open to the public on social media pages.
2. **Targeted campaigns for critical and hard to fill positions.** For those positions that are critical and/or hard to fill, the recruitment team sends email campaigns to applicants identified as potentially qualified for a classification based on their previous applications submitted with the City. *As a result of funding cuts, this platform will likely not be funded in FY 2025-26.*
3. **Advertising various job types.** Advertise for exempt roles, such as executive opportunities and other full-time and part-time positions when requested by the hiring department.
4. **Utilize career service platforms.** Post civil service and exempt opportunities (as requested) on Handshake and College Central Network to recruit soon-to-graduate students or recent college graduate students.

In addition to the strategies listed above, the following approaches were aimed to recruit the youth population:

**SoCal Trades Tour**

In the 2024-25 fiscal year (October 2024 and March 2025), the Civilian Recruitment Team participated in two weeks of SoCal Trades Tour dates at various high schools within LA County. The purpose of these events was to bridge the gap between skilled trades industries and the next

generation of talent by sharing career paths with Juniors and Seniors at high schools throughout LA County. In an effort to participate in the most impactful way, the Recruitment Team partnered with various City Departments that employ skilled trades classifications to attend the events with recruitment team staff.

#### Recruiter Connect Webinar in Partnership with Youth Development Department

The Civilian Recruitment Team hosted a webinar educating youth about navigating the City's hiring process on Wednesday, January 29, 2025. Topics included how to search for job opportunities, where to find critical information on job postings, such as requirements and test dates and how to subscribe to job opportunities. Nearly 200 unique viewers attended the webinar.

#### 2024 Youth Job Fairs

In 2024, the Civilian Recruitment Team attended 23 events that were hosted by local school districts, community colleges, and undergraduate colleges. These events were either exclusively attended by or heavily attended by youth.

#### Other

The team continues to engage with other community partners:

- In March 2025 the team presented to roughly 20 LAUSD Student Support and Attendance Counselors to share information and tools that could be passed on to their students considering various career paths, such as the LA City Job Match tool.
- On April 11, 2025 the Civilian Recruitment Team will attend the UCLA Luskin Day at City Hall event and present information on City careers during a lunch and learn session.

## **II. Retention Efforts**

In accordance with Executive Directive No. 15, the Personnel Department worked with City Departments to update their Equitable Workforce and Service Restoration Plans (EWSR). The following is a list of the most common responses of the efforts reported by departments, in addition to any centralized efforts made by the City as a whole, to retain qualified staff.

- (84.6% 33/39 departments) Provide opportunities for ongoing training and development
- (82.1% 32/39 departments) Actively foster a positive organizational culture
- (79.5 % 31/39 departments) Provide flexible work schedules
- (76.9 % 30/39 departments) Recognize and/or reward employees for their contributions

CF/MB