Overview of the Anaheim Jobs Program

The Disneyland Resort (DLR) employs over 31,000 Cast Members, more than 5,000 of whom live in Anaheim. A variety of programs are implemented in order to attract top talent from the City of Anaheim to DLR employment.

Job Marketing Targeting Anaheim Residents

- Active use of print, social, and digital media, including the Anaheim Bulletin, OC Register, and Disney Jobs on Facebook, Instagram, Twitter and LinkedIn.
- Advertisement on OCTA bus shelters in Anaheim.
- Direct communication and outreach to Anaheim schools and community colleges, including the Anaheim Union High School District and the North Orange County Community College District, about online hiring fairs.
- $500 Casting Scout Referral Program

Job Fairs and Casting Referral Program

Local Job Fairs

- Orange Coast College – 4/16
- Hiring our Heroes-Hollywood American Legion – 4/23
- Cypress College Culinary Arts/Hospitality Career Expo (Anaheim Campus) – 4/24
- CHOC Career Expo – 4/27
- EDD Summer Youth Job Fair – Held at Century High School – 4/27
- Fullerton College – 5/1
- Annual Orange County Hiring Fair – 6/7
- LA Veteran’s Resource Expo – Held at Pomona Fairplex – 7/26

On Site Job Fairs

- Cosmetology Hiring Event – 1/16 – Interviewed 36 candidates, 24 scheduled for wig assessments, 8 offers
- Food & Beverage and Culinary Job Fair – 2/12 – Interviewed 370 candidates, made 296 offers
- Food & Beverage and Culinary Job Fair – 2/26
  - Interviewed 244 candidates, made 220 offers
- Cosmetology Hiring Event – 4/11 – Interviewed 52 candidates, 29 scheduled for wig assessments, 7 offers
- Culinary Job Event – 6/11 – Interviewed 58 candidates, made 32 offers
Community Outreach

- Canyon High School – 3/1
- Marina High School – Culinary Institute – 3/25
- DLR Casting personnel staffed booths at various Anaheim Summer Movie nights to engage interest and speak with potential candidates.
  - 6/28 – Ponderosa Park
  - 7/19 – Stoddard Park
  - 8/09 – Twila Reid Park

Education & Training

Aspire

Disney Aspire is the nation’s most comprehensive education program for hourly employees, offering everything from vocational and trade programs and English language learning to high school completion and Bachelor and Master’s Degrees. The program gives Cast Members the opportunity to enroll in online courses across a network of schools, with 100% of the cost of tuition and books covered by Disney.

Disney College Program

The Disneyland Resort offers the Disney College Program. This program provides youth participants with valuable, on-the-job experience while also receiving college credit. There are 18 paid roles are offered through this program. Classes are accredited by the American Council on Education and many participants receive College Credit.

Many College Program participants live in the local community and balance their college classes with our program. In addition, DLR offers professional internships that are only available to alumni of this program, giving these students enhanced opportunities to further their professional careers with Disney. The College Program also provides resources on hiring and recruiting that are available for free on their social media channels.
Work Force Development

The Disneyland Resort Workforce Development Program provides students and working adults from Anaheim with needed skills and opportunities to obtain quality jobs in Anaheim and Orange County. The program focuses on the following components:

Mentorship

- Workplace Mentoring Program in collaboration with Big Brothers Big Sisters of Orange County (3-year 1:1 mentoring program offered to 22 students from Savanna HS paired with 22 Disney VoluntEARS)
- High School Career Mentorship Program in collaboration with the Anaheim Union High School District (hosted three students at DLR from three different Anaheim high schools in the summer of 2019; program will be expanded in 2020)

Career Skills Development

- Speakers Bureau offered to high school students and nonprofits in Anaheim; VoluntEAR speakers from DLR share career journey stories to encourage participants to keep reaching for their goals and provide exposure to various career paths within Disney
- Professional workshops offered to high school students and nonprofits in Anaheim that cover topics such as Resume Writing, Interviewing Skills, and Business Etiquette
- Youth Education Series Programs offered (free of charge) to high school students and nonprofits in Anaheim participating in the DLR Workforce Development Program; hosted inside the Disneyland Resort parks, these immersive learning experiences focus on leadership, STEM, and personal branding.

Community Support

- Funding and VoluntEARS support provided to nonprofits with existing workforce development programming who serve students and residents from Anaheim
- Nonprofits include:
  o Hope Builders - Construction program
  o ACF - Helping Hands Grants for workforce development programs in Anaheim
  o Anaheim Family YMCA – Avanza program
  o Children’s Bureau - Family Oasis Resource Center
  o Chrysalis – Programming support for job seekers
  o Goodwill Tierney Center for Veteran Services - Veterans Employment Specialist support
  o Working Wardrobes - “Career Success for Youth” program
  o Boys & Girls Clubs of Anaheim - “gEARED for the Future” program
  o American Red Cross - Nurse Assistant Training program
  o Girl Scouts of OC – Workforce Development support for Anaheim girls
FY19 Highlights

- In FY19, $1.5 million donated to support more than 4,000 Anaheim students and young adults from 19 Anaheim schools and 18 local nonprofits
- Nearly $400,000 donated to support mentorship and internship programs for high school students in Anaheim, in collaboration with the Anaheim Union High School District and Big Brothers Big Sisters of Orange County
- More than $165,000 donated to help prepare students and job seekers to enter the workforce through career-based speakers and workshops facilitated by Disney VoluntEARS and the Disneyland Resort Youth Education Series, in collaboration with the United Way of Orange County and other local nonprofits
- More than $650,000 donated to Anaheim and Orange County-based nonprofits who provide workforce development programming, including the Anaheim Family YMCA, Hope Builders, Goodwill Tierney Center for Veteran Services, Chrysalis, and the Boys & Girls Clubs of Anaheim and Cypress
- Populations served by the Disneyland Resort Workforce Development Program include high school students, youth and adults facing housing and employment insecurity, veterans and their families, and developmentally disabled residents from Anaheim
- Direct support for the healthcare and construction industries to train and employ Anaheim residents in those fields
- Funding for several organizations supports the addition of headcount, thereby creating jobs in our community
- Grant funding supports the growth and expansion of 14 existing workforce development-related programs that serve Anaheim residents; 4 new programs will also be created using DLR funding