



**NOVAworks WORKFORCE BOARD AGENDA**  
**12:00 Noon to 1:30 p.m., WEDNESDAY, September 28, 2022**

Please Note: Meeting will be held via videoconference call:

Link: <https://us02web.zoom.us/j/84656240962?pwd=cERWOFRZaVVGRlBLK0R5WG1zenJsdz09>

Meeting ID: 846 5624 0962; Passcode: 426925; Phone #: +1 (669) 900-6833

1. **CALL TO ORDER**
2. **PUBLIC ANNOUNCEMENTS**
3. **APPROVAL OF AGENDA** **Motion**
4. **REPORT FROM THE CHAIR**
  - 4A. Welcome New Board Members
  - 4B. Customer Success
5. **PUBLIC HEARING**
  - 5A. Approval of Minutes of May 25, 2022 Meeting (**Enclosure**) **Motion**
  - 5B. GENERAL BUSINESS:
    - 5B1. Approval of Roadtrip Nation Project for Youth Services (**Enclosure**) **Motion**
    - 5B2. Approval of NOVAworks Foundation Board of Directors Member (**Enclosure**) **Motion**
    - 5B3. Presentation on Year-End Customer Satisfaction Survey Results **Information**
    - 5B4. Presentation on Access Points for Career Seeking Customers:  
Library Partnerships **Information**
  - 5C. GENERAL INFORMATION:
    - 5C1. Grant Status/Status of Funds (**Enclosure**) **Information**
6. **REPORT FROM THE EXECUTIVE DIRECTOR**
  - 6A. National Trends in Workforce Development
  - 6B. Update on San Mateo County Whole Person Pilot
  - 6C. New Grant Awards: State RERP Grant, Santa Clara County Whole Person Pilot
  - 6D. Regional P2E 2.0 Grant Application

7. **ADJOURNMENT**

**SCHEDULED MEETINGS**

NOVA Board Meeting, Wednesday, November 30, 2022 at 12 Noon

**Pursuant to the Americans with Disabilities Act, NOVA will make reasonable efforts to accommodate persons with qualified disabilities. If you require special accommodation, please contact NOVA at (408) 730-7240 at least one day in advance of the Workforce Board Meeting. Auxiliary aids and services are available upon request to individuals with disabilities. TTY: 711 (CA Relay Service)**



NOVA Workforce Board  
Draft May 25, 2022 Meeting Minutes

**PRESENT:** D. Bini, R. Brunson, L. Dalla Betta, R. Foust, P. Guevara, B. Guidry-Brown, N. Leonor, S. Levy, J. Lind, J. Miner, J. Morrill, M. Nemits, S. Porter, and A. Switky

**ABSENT:** T. Baity, C. Galy, H. Goodkind, E. Hamilton, A. Manwani, K. Vartan, and N. Williams

**ALSO PRESENT:** M. Sessions, C. Stahl, J. Cheyer, D. Gamble and E. Stanly of NOVAworks staff, and guest K. Ramirez of Santa Clara County Housing Authority

Meeting was held remotely via videoconference call.

**1. CALL TO ORDER**

Co-Chairperson J. Morrill called the meeting to order at 12:03 p.m.

**2. PUBLIC ANNOUNCEMENTS**

No public announcements.

**3. APPROVAL OF AGENDA**

It was moved by R. Foust, seconded by R. Brunson, and carried by voice vote to approve the agenda as submitted.

**4. REPORT FROM THE CHAIR**

4A. Customer Success: At the beginning of each Board meeting, a NOVAworks customer success story is featured to provide the customer job search experience. An audio recording of a customer's testimonial was played for the Board. Support from NOVAworks was key in encouraging the customer to stay engaged in an extensive job search that led to a position in data analytics.

4B. Presentation from Board Member R. Brunson of the Santa Clara County Housing Authority: R. Brunson presented on the Santa Clara County Housing Authority, its mission, housing stock and programs, individuals served and the community impact, partnerships, and new housing development that is increasing and the challenges encountered with this approach. To review slide presentation, click here: [https://novaworks.org/documents/Ongoing/SCCHAPresentation5\\_25\\_22.pdf](https://novaworks.org/documents/Ongoing/SCCHAPresentation5_25_22.pdf).

**5. PUBLIC HEARING**

5A. Approval of Minutes:

5A1. Approval of Minutes of March 23, 2022 Meeting: It was moved by P. Guevara, seconded by L. Dalla Betta, and carried by voice vote to approve the March 23, 2022 meeting minutes as submitted.

5A2. Approval of Minutes of April 27, 2022 Special Meeting: It was moved by R. Foust, seconded by A. Switky, and carried by voice vote, with two abstentions from J. Miner and J. Morrill, to approve the April 27, 2022 special meeting minutes as submitted.

5B. GENERAL BUSINESS:

5B1. Approval of 2022 WIOA Memorandums of Understanding: The federal Workforce Innovation and Opportunity Act (WIOA) requires that a Memorandum of Understanding (MOU) be renewed

with WIOA mandated partners every three years. The MOU represents the one-stop system's shared services to shared customers using shared resources. The MOU is now due for renewal in 2022. NOVA's MOU is comprised of nearly 30 partners representing 12 mandated categories. For the past two months, staff have been working with these partners to review and approve the MOU. There were very few changes made to the 2022 MOU compared to the current 2019 MOU. As in previous years, there are two MOUs: one for Santa Clara County and one for the remaining WIOA mandated partners. It was moved by J. Lind, seconded by P. Guevara, and carried by voice vote to approve the 2022 WIOA Memorandums of Understanding as submitted.

5B2. Approval of Revisions to Board Bylaws: During a state monitoring visit in 2021, the State asked that several technical changes be made to the Board Bylaws in compliance with WIOA. These changes would not affect the Board operations or business practices. As per Board Bylaws, the recommended changes were distributed to the Board at least one month prior to voting. The changes included: a description of the nomination process to select new members; confirmation there are no other conditions governing appointment; to maintain cohesion, no proxy and alternative designee process is used for meeting attendance; when feasible, the use of technology is used to promote Board participation; and a housekeeping item to reduce the number of members to 20-25 to reflect the change in membership requirements under WIOA. It was moved by P. Guevara, seconded by S. Porter, and carried by voice vote to approve the revisions to the Board Bylaws.

5B3. Approval of Applications for DOL Apprenticeship Building America (ABA) and State Regional Equity and Recovery Partnerships (RERP) Grants: NOVAworks applied for a \$5.8 million ABA grant, in partnership with the San Francisco and San Jose workforce boards, with NOVAworks taking the lead. The four-year project would create new and expand existing apprenticeships and launch a community of practice for disenfranchised communities to engage apprentices. This community of practice will entail partnering with key community stakeholders that include organized labor. NOVAworks also applied for a \$1.6 million State RERP grant, in partnership with the San Francisco and San Jose workforce boards and four community colleges, to provide access for underserved and underrepresented communities to training in key sectors. Given the tight application deadlines, these applications were approved by the Board co-chairs, in lieu of Board and Executive Committee meetings. Several months ago, NOVAworks also participated in a U.S. Department of Commerce Good Jobs Challenge grant solicitation, with San Francisco workforce board taking the lead as applicant. To date, the Commerce Department has not announced awards.

5B4. Presentation on Milpitas COVID-19 Workforce Recovery Program: Last year, NOVAworks partnered with the City of Milpitas on the COVID-19 Workforce Recovery Program. NOVAworks manager J. Cheyer presented on the results of the project. To review slide presentation, click here: [https://novaworks.org/documents/Ongoing/MilpitasCOVID\\_19WorkforceRecoveryPresentation5\\_25\\_22.pdf](https://novaworks.org/documents/Ongoing/MilpitasCOVID_19WorkforceRecoveryPresentation5_25_22.pdf).

#### 5C. GENERAL INFORMATION:

5C1. Grant Status/Status of Funds: The reports were included in the meeting packet. NOVAworks Business Operations Manager D. Gamble is retiring in June. Board members thanked her for her contributions to the Board and the organization.

### 6. **REPORT FROM THE EXECUTIVE DIRECTOR**

6A. Upcoming Board Survey: In June, the Board will be asked to complete an electronic survey. This is an opportunity for the director to assess Board member engagement and explore new opportunities to promote interest and participation.

6B. Update Additional Assistance Grant: Recruiting and Engaging Customers: Last year,

NOVAworks was awarded a State Additional Assistance Grant to serve individuals who have been laid off from industries impacted by COVID-19. As part of this project, customer recruitment activities were procured last November. Two proposals were received: one to serve the San Mateo County community and one to serve the Santa Clara County community. NOVAworks contracted with these two agencies, with one agency withdrawing due to staffing issues. The remaining contractor, United Way Bay Area, who's serving San Mateo County, has worked successfully with community partners on different recruitment activities. To date, NOVAworks has served more than 100 customers toward the project goal of 200. A large layoff is expected in Santa Clara County and NOVAworks will be providing onsite assistance with the expectation that this goal will be achieved.

6C. Update "Whole Person" Pilot: The San Mateo County Board of Supervisors approved a six-month pilot to serve individuals impacted by COVID-19 using the "whole person" concept. A Santa Clara County Board of Supervisor approached NOVAworks about launching a similar model in Santa Clara County.

6D. Other Updates: The U.S. House of Representatives approved the reauthorization of WIOA that contains an infusion of workforce development funding. It is expected to face opposition when the bill moves to the U.S. Senate for consideration.

7. **ADJOURNMENT**

The meeting was adjourned at 1:20 p.m.



**Date:** September 28, 2022  
**To:** NOVAworks Workforce Board  
**From:** NOVA Staff  
**Subject:** **Approval of Roadtrip Nation Project for Youth Services**

**INTRODUCTION:**

During these uncertain times for young adults, Roadtrip Nation, in partnership with NOVAworks, proposes to dispel the fear and ambiguity surrounding the future of work and replace it with greater awareness, empowerment, innovation and hope for the diversity of career opportunities ahead. The project will entail two parts: 1) produce a digital community hub for young adults to access a wide range of resources and mentors that will assist with their career exploration and 2) launch a regional road trip for participants to interview inspiring leaders and professionals about their career paths, with the entire experience videotaped and distributed for a potential television special. Founded in 2001, Roadtrip Nation is a non-profit offering inspirational career journeys, career awareness videos and related material. Its programming reaches 85 million households annually on public television. Fourteen million students have access to Roadtrip Nation tools.

The proposed project will be split into two phases and will take place over two program years. Funding for the first phase will include about \$245,000 from the Workforce Innovation and Opportunity Act (WIOA) Title I youth funding. That will be leveraged by \$150,000 from the NOVAworks Foundation, previously approved by the Foundation Board, and a \$75,000 match from Strada Collaborative, Inc., Roadtrip Nation's non-profit parent. The second phase of the project will require an additional \$360,000 in WIOA Title I youth funding but is elective and would be funded by funding from the next program year. Staff intend to evaluate the project after phase I and seek approval from the Board for the second phase, if deemed appropriate. The entire project is approximately \$830,000.

NOVAworks staff is asking for approval from the Board for the Roadtrip Nation project for youth services that will include \$245,000 in WIOA Title I youth funding for the first phase of the project. After completion of the first phase, staff intend to evaluate the progress of the project, and may seek approval for the second phase and an additional \$360,000.

**DISCUSSION:**

Today's young adults are navigating an uncertain path requiring a lifelong learning approach to staying current with a rapidly changing labor market. Many jobs that will exist in the next decade haven't been invented yet. In addition, COVID-19 has further accelerated trends in automation and remote work and necessitated a reevaluation of current skills and priorities. It has also intensified the growing inequities in access for historically excluded communities. As a result, there is greater urgency to stay informed about future career opportunities and the skills that will be needed for these careers. Diverse populations will benefit from a unique set of strategies and tactics to ensure equal access to future opportunities and a more inclusive talent pool.

Roadtrip Nation, in partnership with NOVAworks, seeks to shift the current narrative around the future of work from fear and uncertainty to empowerment, innovation and hope for the opportunities that lie ahead. The proposed project will include two parts:

- **Digital Community Hub:** Roadtrip Nation will develop and host a regional landing page that will be accessible to the public and tailored to young adults. It will contain videos of stories from individuals who have overcome challenges in their career journeys. These will include their "day-in-the-life" job shadowing experiences, action tiles/resources for pursuing careers further that will tap into NOVAworks services, and a link to the Roadtrip Nation Experience work-based project where mentors/educators will help young people develop the skills necessary to successfully navigate their career exploration. Videos will include custom videos featuring individuals specifically recommended by NOVAworks. Social mobility and the use of social capital to access careers will be critical components of this project. Sectors targeted will include health care, life sciences/biotech, and building trades industries, among others. This landing page will also provide an opportunity for NOVAworks to engage individuals who have become disconnected from employment assistance in the past.
- **Roadtrip & Special:** Roadtrip Nation will launch a road trip with a team of three participants interested in the sectors highlighted above. They will hit the road in the signature green RV and interview inspiring leaders and professionals across the region who have successfully pursued a variety of emerging career pathways. This entire road trip will be videotaped and produced for distribution to public television.

As part of this effort, NOVAworks will be partnering with the community colleges, including Foothill-De Anza and San Mateo County districts, and the northern Santa Clara County adult schools and K-12 school districts. NOVAworks will also engage differently abled youth in local high schools.

The project, an approximately 18-month endeavor split over two program years, will entail approximately \$245,000 in funding from WIOA Title I youth services, for the first phase, pending approval from the NOVAworks Workforce Board. It will be leveraged with up to \$150,000 in funding from the NOVAworks Foundation — \$100,000 from Google, \$25,000 from The James Irvine Foundation, and \$25,000 from LinkedIn — for a total of approximately \$395,000 in funding for phase I of this project. In addition, Strada Collaborative, Inc., the Roadtrip Nation parent organization, is expected to contribute a \$75,000 match to the project for a total value of approximately \$470,000 for phase I. Staff will evaluate phase I and if deemed successful, will seek Board approval for phase II, and an additional \$360,000 from WIOA Title I youth funding. The NOVAworks Foundation Board approved the expenditure of \$150,000 in Foundation funding at its September 20 meeting.

Staff is asking the NOVAworks Workforce Board for approval of phase I of the Roadtrip Nation project for youth services that will include \$245,000 in WIOA Title I youth services funding. Staff intend to evaluate phase II at a later time, after completion of phase I, and may seek an additional \$360,000 from the Board during the next program year. In addition to Board approval, NOVAworks is seeking State approval to use WIOA Title I funds for these activities. The State's response is expected in the coming weeks.

#### **ALIGNMENT WITH STRATEGIC PLAN:**

This is in alignment with the NOVAworks Board's Vision, Mission, and Purpose Statement.

**RECOMMENDATION:**

The NOVAworks Board is being asked to approve the Roadtrip Nation project for youth services.

Prepared by: Eileen Stanly  
Eileen Stanly, Analyst

Reviewed by: Giang Pham  
Giang Pham, Business Operations Manager

Approved by: Marléna Sessions  
Marléna Sessions, Director



**Date:** September 28, 2022  
**To:** NOVAworks Workforce Board  
**From:** NOVA Staff  
**Subject:** **Approval of NOVAworks Foundation Board of Directors Member**

**INTRODUCTION:**

The NOVAworks Workforce Board is responsible for appointing members to the NOVAworks Foundation Board of Directors. As per Foundation Bylaws, the Foundation Board has a minimum of six directors, consisting of three current NOVAworks Workforce Board members and three other individuals. At the June 15 meeting, the Executive Committee, acting on behalf of the full Board, appointed Hilary Goodkind to fill a vacancy representing the NOVAworks Workforce Board seat. The Foundation Board currently consists of three members representing the NOVAworks Workforce Board and three members representing other individuals.

Periodically, the Foundation Board membership is reviewed in the context of the Foundation Board's work to determine its needs. The life science industry is a growing industry, and the Foundation Board could benefit from additional industry expertise to support current and future projects. NOVAworks staff is asking for Board approval of current NOVAworks Board member Michelle Nemits to the Foundation Board of Directors. She is Executive Director of Biocom California, a life science trade association representing 1,500 member companies. Ms. Nemits will continue to remain a participating member of the NOVAworks Workforce Board.

**DISCUSSION:**

The NOVAworks Foundation is a 501(c)(3) tax-exempt nonprofit, public benefit corporation created in 1989 to enhance workforce development services provided by NOVAworks for residents and businesses of the NOVA workforce area. Most of NOVAworks' funding is provided through the federal Workforce Innovation and Opportunity Act (WIOA) and may only be used for specific activities defined under WIOA. The Foundation exists to support and extend the reach of NOVA services, fill gaps in services that promote economic sustainability, and seek innovative approaches to workforce services. Effective July 1, 2019, the Foundation Board of Directors and Sunnyvale City Council approved an agreement that called for the NOVAworks Workforce Board to appoint the Foundation Board of Directors. This was also approved by the NOVAworks Workforce Board.

As per Foundation Bylaws, the Foundation Board of Directors shall have a minimum of six directors, consisting of three current NOVAworks Workforce Board members and three other individuals. At the June 15 meeting, the Executive Committee, acting on behalf of the full Board, approved Hilary Goodkind to fill a vacancy representing a current NOVAworks Board member seat. The Foundation Board consists of three current NOVAworks Workforce Board members, Steve Levy, Jennifer Morrill, and Hilary Goodkind as well as Carl Cimino (Board President), Dennis Cima (Board Vice President), and Frank Benest representing the other seats. The Foundation Board membership is periodically reviewed in the context of the Foundation's work to determine its needs. The life science industry is a growing industry that will offer great opportunities for job seekers, and the Foundation Board would benefit from additional industry expertise for its current and future projects.



NOVAworks staff is asking for Board approval of current NOVAworks Workforce Board member Michelle Nemits to the Foundation Board of Directors. Ms. Nemits is Executive Director of Biocom California, a trade association supporting 1,500 member companies representing the state's life science industry. She will bring to the Foundation Board over 25 years of experience in the local life science industry, extensive networks across diverse occupations, and a deep knowledge of this growing sector's needs. In addition, Ms. Nemits has a passion for raising awareness of career opportunities this industry can offer, especially among underrepresented populations. Ms. Nemits will continue to remain on the NOVAworks Workforce Board as a participating member.

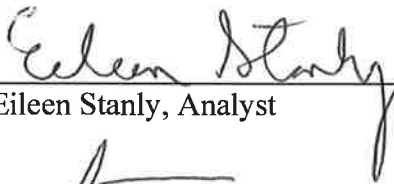
**ALIGNMENT WITH STRATEGIC PLAN:**

This is in alignment with the NOVAworks Board's Vision, Mission, and Purpose Statement.

**RECOMMENDATION:**

The NOVAworks Board is being asked to approve Michelle Nemits to the NOVAworks Foundation Board of Directors.

Prepared by:

  
Eileen Stanly, Analyst

Reviewed by:

  
Giang Pham, Business Operations Manager

Approved by:

  
Marléna Sessions, Director

## NOVA Grant Status Report

Grant Expenditures through August 31, 2022

Source	Title	Period of Performance From	To	Total Available	PTD Spend Actual	Remaining Balance
WIOA	Adult - PY21	07/21	06/23	1,124,131	996,683	127,448
WIOA	Adult - PY22 (round 1 only)	07/22	06/24	274,841	-	219,873
WIOA	Dislocated Worker - PY21	07/21	06/23	1,641,147	1,309,719	331,428
WIOA	Dislocated Worker - PY22 (round 1 only)	07/22	06/24	430,118	-	344,094
WIOA	Youth - PY21	04/21	06/23	1,101,312	790,175	311,137
WIOA	Youth - PY22	04/22	06/24	1,496,149	-	1,496,149
WIOA	Rapid Response - PY21	07/21	06/22	946,616	946,616	-
WIOA	Rapid Response - PY22 (round 1 only)	07/22	06/23	351,777	56,134	295,643
WIOA	RR Layoff Aversion - PY21	07/21	06/22	282,996	282,996	-
WIOA	RR Layoff Aversion - PY22 (round 1 only)	07/22	06/23	103,490	34,547	68,943
	<i>Allocation Subtotal</i>			<i>7,752,577</i>	<i>4,416,871</i>	<i>3,194,715</i>
WIOA	25% Additional Assistance - Reemployment & Equity	07/21	09/22	900,000	849,314	50,686
State NDWG	Employment Recovery NDWG	04/20	03/23	200,000	6,617	193,383
DOL NDWG	CAREER DWG	08/21	08/23	3,000,000	396,068	2,603,932
SMC ARPA	San Mateo County ARPA Workforce Pilot Program	03/22	10/22	400,000	172,850	227,150
CEC	Prospect Silicon Valley - Berkely Unified School Dist	03/22	07/23	15,000	8,366	6,634
CEC	Prospect Silicon Valley - Twin Rivers Unified School	03/22	07/23	15,000	8,585	6,415
SCC ARPA	*Santa Clara County ARPA Workforce Pilot Program	07/22	06/23	250,000	-	250,000
	<i>NOVA Subtotal (includes Allocation subtotal)</i>			<i>24,924,162</i>	<i>5,858,670</i>	<i>6,532,915</i>
	RPU Funding - NOVA Allotment only					
RPU /WIOA	**RPI 4.0 Advanced Equity thru Skills Based Hiring	04/21	09/22	243,200	179,140	64,060
RPU	*Regional Equity and Recovery Partnerships	12/22	09/25	800,000	-	200,000
	<i>RPU Subtotal</i>			<i>1,043,200</i>	<i>179,140</i>	<i>264,060</i>
	<b>TOTAL</b>			<b>25,967,362</b>	<b>6,037,810</b>	<b>6,796,975</b>
	<b>NOVA Foundation</b>			<b>1,121,353</b>	<b>1,450</b>	<b>1,119,903</b>

\* Denotes New Funding

Bay - Peninsula Regional Planning Unit (RPU) Grant Status Report PY22/23						
Grant Expenditures thru August 31, 2022						
Source	Title	Period of Performance From	To	GTD Budget	GTD Spend Actual	Balance of Plan
RPU / WIOA	Regional Plan Imp 4.0 NOVA - Project / Fiscal Lead & Regional Organizer tasks San Jose	04/21	09/22	292,500 243,200 49,300	203,758 179,140 24,618	88,742 64,060 24,682
RPU	Regional Equity and Recovery Partnerships NOVA - Project / Fiscal Lead & Regional Organizer tasks San Jose/SF/community colleges	12/22	09/25	1,600,000 800,000 800,000	- - -	1,600,000 800,000 800,000
<b>TOTAL</b>				<b>\$ 1,892,500</b>	<b>\$ 203,758</b>	<b>\$ 1,688,742</b>