



**Demand-Side Strategies Task Force**  
**August 24, 2016 Meeting Summary**  
*Draft Abbreviated Version*

**I. Welcome and Review Meeting Agenda**

The Task Force chair welcomed Task Force members to the meeting and reviewed the agenda.

As part of a Regional Industry Clusters of Opportunity Grant (RICOG) advanced transportation initiative, a video (<http://green-light.tech/>) was produced about career opportunities in advanced transportation. The video was shown to task force members to kick off the meeting. The video also included links to a trends analysis of this sector, as well as testimonials. In addition, as part of this initiative, a summer workshop was held for middle and high school students to explore future careers in advanced transportation. Highlights of the discussion that followed included:

- The WIOA Local Plan will include advanced manufacturing as part of technology. Everything is software-related, so we should focus on the adjacent space of technology, e.g. manufacture/transportation.
- A lot of the manufacturing ecosystem is tied to Tesla but is expanding at the bottom not at the top.
- Concerns were expressed about persons with disabilities gaining access to the workforce. We should begin by preparing youth with disabilities for the workforce. There are gaps in the system, but there are also limitations with filling these gaps given the limited resources. We need to work more closely with schools whether it is high schools or community colleges. The trades industry is a wonderful opportunity for future careers, but there appears to be some resistance against the trades in the education community. The focus is more on preparing students for higher education (four-year degrees), rather than for a career track in the trades. It's important to keep in mind that not everyone is the same. We need to take an aggressive approach with employers regarding recruitment and hiring of persons with disabilities. Employers are now required to hire persons with disabilities where previously they were only required to reach out to persons with disabilities in the advertising of positions.
- There is a shortage of workers in certain sectors such as manufacturing because of insufficient training for available positions. We have to make it easier for employers to get involved with identifying workforce needs and solutions. We can create a program in collaboration with the local education community to train workers for skills that are needed. For example, NOVA collaborated with the Interactive Advertising Bureau, who needed workers in the digital advertising field in advertising operations and data analytics positions, and the College of San

Mateo to provide a training program to address these gaps. We have to figure out a way to move youth and displaced workers to the new and emerging companies and industries.

- There is a diverse mix of jobs in this community from plumbing to developing applications. We need to think more broadly about the pie slices in the industry sectors. Maybe we need a bigger pie/circle.

## **II. WIOA Local Plan Development**

- **Review Proposed Priority Strategies**

Under the federal Workforce Innovation and Opportunity Act (WIOA), local workforce boards are required to develop a four-year local plan that is due to the State by March 15, 2017. WIOA also requires the development of regional plans for the designated region. NOVA is part of the Bay-Peninsula region comprised of four workforce boards in the region: NOVA, San Jose-based work2future, San Francisco and San Benito County. The local plans will be rolled up into the regional plan and submitted to the State by March 15, 2017.

The State requires that the local plan address the seven policy strategies under the State Plan. The Task Force members reviewed a crosswalk document that captures the State Plan's seven policy strategies, NOVA's current ten priority strategies as part of its current Strategic Plan, a list of the shared strategy elements between the two strategy groupings, and the proposed 2017-2020 strategies for the new local plan for NOVA. A timeline for the implementation of the local plan was also distributed. During the same time period, NOVA will be embarking on the procurement of the local workforce development system, with a timeline for implementation distributed. Comments from Task Force members included: we will need to have a better connection with employers; under WIOA, there are no longer separate groups such as persons with disabilities and separate programs to target these groups, but rather a focus on a more integrated setting and approach; under new EEOC requirements, you can no longer specify a particular credential required for a job but instead must also add "or equivalent".

A request was made to send out the crosswalk document to members for review to provide additional input.

## **III. Review Transition of San Mateo County Service System**

- **Performance Statistics**

A handout on the year-end performance statistics on enrollments for the NOVA workforce system (including San Mateo County) was distributed. The performance for the WIOA outcome measures is not yet available. San Mateo County providers have shown improvements over the past year. There is a difference between NOVA and San Mateo County providers in the volume of customers served because of the difference between the two service models. NOVA uses the integrated service-delivery model that serves everyone who walks through its doors resulting in a higher volume of customers served. The San Mateo County service providers use the case management model and serve fewer customers with more intensive one-on-one assistance. For the WIOA procurement this year, we are looking to transition the San Mateo County service system to an integrated service-delivery model. In looking ahead to the coming year, task force members had the following comments: perhaps NOVA should explore a mobile pop-up service model to serve the larger geographic area in San Mateo County, with community partners

used as possible locations e.g. Loaves and Fishes service model located at the local community libraries. The challenge with this model is getting people to find and use the services at these locations.

#### **IV. Updates on Demand-Side Strategies Projects**

- **New Peninsula Family Service Project**
- **New Workforce Accelerator Grant Initiatives**
- **Ready-to-Work Grant to Serve Long-term Unemployed Tech Workers**

NOVA staff reviewed updates with NOVA's demand-side strategies projects and initiatives, as follows:

- Peninsula Family Service Project: The Mature Worker Job Coaching program is a collaborative of Peninsula Family Service and NOVA to serve job seekers age 50+. The program will provide one-on-one job coaching, customized workshops tailored to the needs of mature workers, and the perspective from local employers on recruitment. The program will be located at the NOVA Job Center. A part-time casual worker at NOVA will now be working full-time with the other half of the position dedicated to the new program. The program is funded through a three-year grant from the County of Santa Clara awarded to Peninsula Family Service.
- Workforce Accelerator Grants: In May, NOVA was awarded several Workforce Accelerator grants from the State:
  - Bay Area Networking Catalyst Initiative: a partnership with *Yes We Code* and the *Economic Advancement Research Institute* to introduce *Yes We Code* and its students and graduates, representing disadvantaged workers, to the ProMatch model and networking that will result in career advancement and retention in the technology sector. The grant award is \$150,000 and will serve 40 job seekers.
  - Disability Employment Accelerator Project: a partnership with *EvoLibri Consulting*, *Expandability*, and the *Milken Institute* to work with major Information and Communications Technologies (ICT) employers interested in expanding their employment and retention of persons on the autism spectrum. The grant award is \$178,571 and will serve at least 20 unemployed persons on the autism spectrum.
  - Career Mapping Initiative (CMap): a project initiated by *Upwardly Global*, an agency that provides job search and placement assistance to newly arrived immigrant professionals. The project will prototype a best-in-class private sector career mapping assessment tool that will enable job seekers to quickly assess their skill-sets and competitiveness for in-demand jobs, address any up-skilling needs, and target their job search that will move the needle on employment. The grant award is \$150,000 and will serve approximately 40 job seekers
- Ready-to-Work Grant: In 2014, NOVA was awarded a four-year H-1B grant from the U.S. Department of Labor to serve the long-term unemployed worker targeting the technology sector. The grant is a collaborative of four workforce boards including San Francisco, San Jose's work2future, Alameda County and NOVA (including San Mateo County). Internships are a key component of this effort with the Silicon Valley Leadership Group providing connections to

employers. We have now reached the mid-point in the grant and are reviewing the results to date. A handout was distributed on performance by workforce board according to enrollments, training, placement and exits. NOVA and the San Francisco Workforce Board is on track for achieving their goals; however, Alameda County and work2future have faced challenges to achieving their goals, and NOVA will be recapturing some funds from these two organizations for reallocation.

## **V. Wrap-Up/Next Steps**

- The ten priority strategies from the crosswalk document will be discussed with the Regionalism Task Force and then submitted to the Board for approval at the September 28 Board meeting. These strategies will serve as the basis for the development of the comprehensive local plan.
- Board members will be asked to volunteer to review draft versions of the local plan before it's released for public comment. At the next meeting, the Task Force will review the progress to date on the development of the local plan and local demand-side strategies initiatives.