



NOVA Workforce Board Executive Committee
June 15, 2022 Meeting
Minutes

Executive Committee members present: D. Cima, C. Galy, R. Foust, P. Guevara, and A. Switky

NOVA staff: M. Sessions, L. Jackson, and E. Stanly

Guests: M. Marriner and T. Hogan from Roadtrip Nation

Meeting was held remotely via videoconference call.

1. Call to Order:

The meeting was called to order at 12:05 p.m.

2. Action Items:

a. Approval of February 16, 2022 Meeting Minutes: It was moved by J. Morrill, seconded by D. Cima and carried by voice vote to approve the February 16, 2022 meeting minutes as submitted.

b. Approval of NOVAworks Foundation Board of Directors Member: The Foundation Bylaws call for the NOVAworks Workforce Board to appoint Foundation Board of Directors members. The Foundation Board has a minimum of six directors consisting of three current NOVAworks Workforce Board members and three other (at large) individuals. Recently, a current member of the Workforce Board serving on the Foundation Board retired from the Workforce Board but remained on the Foundation Board. This created a vacancy on the Foundation Board representing the Workforce Board. In lieu of a NOVAworks Workforce Board meeting, NOVAworks staff recommended approval of current Workforce Board member Dr. Hilary Goodkind to fill this vacancy on the Foundation Board representing the Workforce Board. Dr. Goodkind will provide great value to the Foundation through knowledge of the Workforce Board, talent and passion for innovation, and expertise in measuring success. It was moved by D. Cima, seconded by J. Morrill, and carried by voice vote to approve the appointment of Dr. Goodkind to the Foundation Board. This action will be forwarded to the NOVAworks Workforce Board at its next meeting for information.

3. Discussion Items:

a. Presentation from Roadtrip Nation: Roadtrip Nation (roadtripnation.com) provides the vehicle for career exploration journeys by providing the tools and resources to facilitate this process. Roadtrip Nation provides roadtrips to inspire future careers and a platform for capturing success stories from individuals who have discovered and acted on their potential. Roadtrip has also created local regional workforce community hubs throughout the country that coalesce the work, people, and organizations locally to foster a shared work-based learning experience. Roadtrip Nation utilizes the STRATA method to evaluate the program's impact on participants (roadtripnation.com/pages/impact). For NOVAworks, Roadtrip proposes to launch a similar workforce community hub. This would entail youth interviewing people with whom they wish to work and training them to create their own video. In addition, they would participate in local (or more distant) roadtrips to guide their career paths. The goal would be to increase outreach to youth and add additional partner voices to support workforce development.

b. WIOA Formula Allocations for PY 22-23: For many years, NOVAworks, like many local workforce agencies, has received cuts to its annual Workforce Innovation and Opportunity Act (WIOA) formula allocations for adult, dislocated worker, and youth funds. This support represents

the backbone of NOVAworks funding and has been of concern for many years. This trend reversed with the release of the PY 22-23 allocations. NOVAworks will be receiving an approximate 30% increase in its WIOA formula allocations: adult (33.7%), dislocated worker (30.3%), and youth (35.9%). Formula funding allocations is based on unemployment data from about 18 months ago during a time in this region with high unemployment and significant churn. While this additional funding is welcome news, future allocations may not include this increase.

c. Report-out from NOVAworks Foundation May 10, 2022 Board Meeting: The discussion at the Board meeting focused on the growth in assets over the past year. The funding balance grew from about \$249,000 in April 2021 to \$1.18 million in April 2022. This increase can be attributed to several large grants from the James Irvine Foundation (\$575,000) and Google (\$250,000) and a small grant from LinkedIn (\$50,000). The future vision and plans for implementation were also discussed.

d. Discuss Draft Agenda for the July 27, 2022 Board Meeting: Due to a light agenda, the July 27 Board meeting will be cancelled. In recent years, the July meeting was used as a study session targeting a discussion topic. A recommendation was made to include additional time at future Board meetings for discussion.

e. Prospects for Innovation: Current innovative practices include:

1) Electrification of Vehicles Workforce Development Strategy: Over the past few years, NOVAworks has partnered on a variety of projects pertaining to transportation, electric vehicles, and autonomous systems. These ideas for innovation have now become a reality through advancement in technology. A trained workforce to fill positions created from these emerging industries has become even more critical. NOVAworks is providing consultation to two school districts — Berkeley and Twin Rivers — to develop a workforce development plan to operate and maintain electric school buses. This research will serve as a model for NOVAworks’ future ventures in the transportation and “Green Jobs” sectors. It will also offer new career opportunities for customers.

2) San Mateo County Pilot: NOVAworks was awarded a grant from the County of San Mateo to serve 25 adults and 10 youth impacted by COVID-19 utilizing a “whole-person” concept. Innovative practices are being piloted in implementing this project. NOVAworks staff, who are bilingual in Spanish and Vietnamese, are being placed in San Mateo libraries once a week to expand the organization’s reach. In serving the “whole person” who may bring diverse needs, staff are also learning about customers’ priorities which may be different than previously anticipated. Santa Clara County has also expressed interest in NOVAworks launching a similar pilot there.

3) Industry Sectoral Strategy: Innovation is being explored with NOVAworks business services that will entail taking a sectoral approach. While career services focuses on the supply side of the labor market, it is also important to address the demand-side by obtaining regular and intentional input from Board members and industries regarding industry needs.

4. **Information Items:**

a. The next Executive Committee meeting is scheduled for August 17, 2022 at 12 Noon.

5. **Adjournment**

The meeting was adjourned at 1:10 p.m.