



NOVAworks WORKFORCE BOARD AGENDA
12:00 Noon to 1:30 p.m., WEDNESDAY, May 24, 2023
456 WEST OLIVE AVENUE, 1ST FLOOR, CONFERENCE ROOM #154 (ALDER Rm), SUNNYVALE, CA

1. **CALL TO ORDER**
2. **PUBLIC ANNOUNCEMENTS**
3. **CONSENT AGENDA** **Motion**
All matters listed on the consent agenda are considered routine and will be acted upon by one motion. There will be no separate discussion of these items, unless requested by a Board member or a member of the public.
 - 3A. Approval of Agenda
 - 3B. Approval of Minutes of March 22, 2023 Meeting (**Enclosure**)
4. **REPORT FROM THE CHAIR**
 - 4A. Customer Success
 - 4B. Presentation from Board member Anita Manwani
5. **PUBLIC HEARING**
 - 5A. **GENERAL BUSINESS:**
 - 5A1. Presentation on Customer Satisfaction Survey Results **Information**
 - 5A2. Status of Extension of Contract Agreement for WIOA-funded Services through June 30, 2024 (**Enclosure**) **Information**
 - 5A3. Approval of Local Area Subsequent Designation and Local Board Recertification Application for PY 23-25 (**Enclosure**) **Information**
 - 5A4. Approval of High Performing Board Application and Business Services Plan (**Enclosure**) **Information**
 - 5A5. Approval of New Partnership with Western Digital (**Enclosure**) **Information**
6. **REPORT FROM THE EXECUTIVE DIRECTOR**
 - 6A. Procurement of WIOA Young Adult Services
7. **ADJOURNMENT**

SCHEDULED MEETINGS

NOVAworks Special Board Meeting, Wednesday, August 9, 2023 at 12:00 p.m.

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)



NOVAworks Workforce Board
Draft March 22, 2023 Meeting Minutes

PRESENT: C. Berdiansky, G. Biggs, J. Cohen, R. Foust, N. Leonor, J. Lind, J. Morrill, B. Murphy, M. Nemits, S. Levy, A. Manwani, K. Vartan, and N. Williams

ABSENT: T. Baity, D. Bini, R. Brunson, C. Galy, P. Guevara, J. Miner, S. Porter, A. Switky, M. Vittal, and T. Woo

ALSO PRESENT: M. Sessions, G. Pham, L. Anders, J. Cheyer, L. Jackson, W. Renwick, and E. Stanly of NOVAworks staff and guest T. Brimacomb of EDD

Meeting was held remotely via videoconference call.

1. CALL TO ORDER

Co-Chairperson J. Morrill called the meeting to order at 12:02 p.m.

2. PUBLIC ANNOUNCEMENTS

There were no public announcements.

3. CONSENT AGENDA

It was moved by R. Foust, seconded by N. Leonor, and carried by voice vote to approve the consent agenda as submitted. For this meeting, these agenda items included the meeting agenda, January 25, 2023, meeting minutes, and updated NOVAworks policies and procedures for priority of service for the WIOA adult program and for veterans and eligible spouses.

4. REPORT FROM THE CHAIR

4A. Customer Success: NOVAworks customer from the San Mateo County Whole Person Pilot Project presented on their job search experience. NOVAworks was thanked for its contributions to their success.

4B. Introductions from Board Members: Board members introduced themselves to new members.

4C. Presentation from Board member Brian Murphy of Pipe Trades Training Center: Board Member B. Murphy presented on his organization, Pipe Trades Training Center, and programs/certifications available through this center. To view the slide presentation, click on the following link, https://novaworks.org/documents/Ongoing/March22BoardMeeting_PipeTradesTrainingCenter.pdf.

5. PUBLIC HEARING

5A. GENERAL BUSINESS:

5A1. Approval of Roadtrip Nation Project for Youth Services: Phase II: Phase I, previously approved by the Board, is getting underway. It is part of NOVAworks' overall strategy to expand the young adult program and provide different tools to support employment success. Phase I includes access to a digital community hub, stories about young people and leaders who have overcome barriers to achieve success, mentors to guide career exploration, and a wide range of resources. Phase II entails a road trip where select participants will travel throughout the Bay Area and personally interview inspiring leaders in their fields of interest. These interviews will be videotaped for distribution to public television. The

implementation of Phase II is being moved up to launch concurrently with Phase I to expedite this invaluable experience without delay and to utilize funding that is available now for this venture. This effort will also further support the WIOA training expenditure goal. Phase II will require an additional investment of up to \$360,000 in WIOA Title I youth funding. It was moved by A. Manwani, seconded by R. Foust, and carried by voice vote to approve Phase II of this project.

5A2. Approval of NOVAworks Partnership with Biocom California Institute for Life Science Industry Workforce Services: NOVAworks is partnering with Biocom California Institute to respond to labor market changes in real-time, where some life science companies are laying off workers while others are hiring. The project entails working with NOVAworks Business Liaisons on Rapid Response presentations; identifying companies experiencing layoffs or seeking to expand; educating job seekers on skill requirements/credentialing and connecting them to employment opportunities; and career exploration fellowships. The investment is up to \$247,000 for the one-year project. It was moved by J. Lind, seconded by N. Williams, and carried by voice vote to approve the project, with one abstention from M. Nemits.

5A3. Employee Ownership and Worker Cooperatives Update: NOVAworks Business Liaison W. Renwick and Board member K. Vartan presented updates on the employee ownership and worker cooperative activities in the community. To view the slide presentation, click on the following link, https://novaworks.org/documents/Ongoing/March22BoardMeeting_AdvancingEmployeeOwnership.pdf.

5B. GENERAL INFORMATION:

5B1. Quarterly Update: Performance of WIOA Title I Adult, Dislocated Worker, and Youth Services: The report was included in the meeting packet.

5B2. Quarterly Grant Status/ Status of Funds: The report was included in the meeting packet.

5B3. Fiscal Year 2021-22 Final Monitoring Report: The report was included in the meeting packet. There were no findings.

6. **REPORT FROM THE EXECUTIVE DIRECTOR**

Highlights of Executive Director Marléna Sessions' report included:

- NOVAworks has moved to the beautiful new City Hall at 456 West Olive Avenue in Sunnyvale, which is located around the corner from the previous offices.
- The Board retreat has been scheduled for Wednesday, September 28. It will be in person for a half-day, 9:00 a.m. to 1:30 p.m. More details will follow.
- The U.S. Department of Labor has launched a *Yes WIOA Can* campaign to showcase best practices in workforce development. The director was featured in a video interview for this campaign, <https://ywc.workforcegps.org/>.
- The director will be attending the annual National Association of Workforce Boards (NAWB) Forum in Washington, D.C., March 25 through March 28. The director is a member of the NAWB Board. This is an opportunity to connect with leaders on Capitol Hill and hear more about workforce development innovations.

7. **ADJOURNMENT**

The meeting was adjourned at 1:30 p.m.



For Information Only

Date: May 24, 2023

To: NOVAworks Workforce Board

From: NOVAworks Executive Committee

Subject: **Status of Extension of Contract Agreement for WIOA-funded Services through June 30, 2024**

INTRODUCTION:

In 2022, the Board approved the selection of providers to provide Workforce Innovation and Opportunity Act (WIOA) Title I adult, dislocated worker, and youth services in San Mateo County. This was in response to a competitive Request for Proposals (RFP) procurement process. The contract term was for one year and may be extended for up to three additional years, depending upon successful performance results and available funding.

NOVAworks staff is recommending that the contract with the Central Labor Council Partnership (CLCP) for adult and dislocated worker services be extended for another year until June 30, 2024, based on performance results and available funding. Through mutual agreement, JobTrain has elected to discontinue providing youth services effective July 1, 2023. In response, NOVAworks will release an RFP in June to procure youth services in northern Santa Clara County and San Mateo County.

The Executive Committee discussed this at the April 26 Executive Committee meeting and concurred with the staff's recommendation. This recommendation is being forwarded to the Board for information only.

DISCUSSION:

NOVAworks has contracted with two organizations in San Mateo County to provide services to adults, dislocated workers, and youth under WIOA. CLCP operates NOVAworks' Affiliate Center in the city of San Mateo providing services to adults and dislocated workers. JobTrain, in Menlo Park, operates NOVA's Specialized Job Center for Youth. This selection of providers was approved by the Board at its April 27, 2022 meeting, in response to an RFP issued in February 2022. The contracts were for one year and may be extended up to three additional years, depending upon successful performance results and available funding.

Over the past year, staff has worked closely with CLCP to review current contract performance including participant enrollments and training and budget expenditures, with quarterly check-in meetings to ensure the organization was meeting its WIOA performance goals. While initially the

participant goals and training expenditures were below expectations, CLCP improved significantly over the remaining three quarters of the year. Overall, CLCP is meeting its contract requirements.

It is staff's recommendation that the existing contract with CLCP be extended to continue to provide adult and dislocated worker services through June 30, 2024. This past year, the contract award for CLCP was for up to \$700,000. It is anticipated that the contract extension will be for approximately this amount. NOVAworks' WIOA adult and dislocated worker allocations will be sufficient to support the additional funding award.

Through mutual agreement, JobTrain has elected to discontinue providing WIOA Title I youth services next fiscal year. In response, WIOA youth services in San Mateo County and in northern Santa Clara County will be procured in June through a new RFP process. The Board will be asked to review recommendations for selection of youth providers at a special Board meeting scheduled for August 9, 2023. NOVAworks staff is currently working with JobTrain to transition its current customers to other services before June 30, 2023 to ensure continuity of programming.

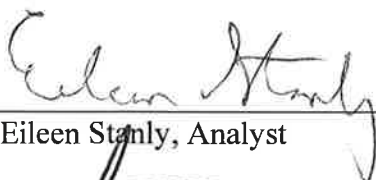
The Executive Committee discussed and concurred with staff's recommendation at its April 26 meeting. This recommendation is being forwarded to the Board for information only.

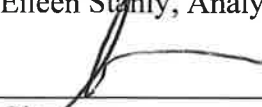
ALIGNMENT WITH STRATEGIC PLAN:


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

RECOMMENDATION:

For information only.

Prepared by: 
Eileen Stanly, Analyst

Reviewed by: 
Giang Pham, Business Operations Manager

Approved by: 
Marlana Sessions, Director



For Information Only

Date: May 24, 2023

To: NOVAworks Workforce Board

From: Executive Committee

Subject: **Approval of Local Area Subsequent Designation and Local Board Recertification Application for PY 23-25**

INTRODUCTION:

The federal Workforce Innovation and Opportunity Act (WIOA), State Board and California Employment Development Department stipulate that Local Boards must apply for Local Area designation and Local Board certification every two years. The NOVAworks Workforce Board has complied with this requirement and been granted approval by the State in previous years. California Workforce Services Directive WSD22-14 requires that Local Boards must again reapply for Local Area subsequent designation and Local Board recertification for PY 2023-25.

Given the tight deadline for submitting this application and in lieu of a regular Board meeting in April, the Executive Committee approved this application at its April 26 meeting. This action is being forwarded to the Board for information only.

DISCUSSION:

According to WSD22-14, the State's criteria for this application is based on the following factors. The Local Area: performed successfully with a score of at least 50% for the two indicators - Employment Rate 2nd Quarter After Exit and Median Earnings 2nd Quarter After Exit; engaged in regional planning; sustained fiscal integrity with no violations with audit findings and other reviews, gross negligence, and acceptable standards of administration; and adhered to "Local Area Assurances" and compliance with Uniform Guidance, financial and program reporting, funding expenditures, nondiscrimination provisions, priority of service requirements, and all applicable federal and state policies and laws.

In addition, Board recertification must meet WIOA and State membership requirements, including: a majority of members represent business; at least 20 percent are representatives of the workforce that include organized Labor, registered apprenticeship programs, and community-based organizations that serve individuals with barriers to employment (the State also requires at least 15 percent represent organized labor); there are representatives from adult education and higher education; and there are representatives from economic and community development that include State employment service and rehabilitation programs.

In lieu of a Board meeting, the NOVAworks Executive Committee approved the Local Area Subsequent Designation and Local Board Recertification application at its April 26 meeting. The application complies with all requirements outlined in WSD22-14, as stipulated by WIOA and the State. There were no changes recommended for the NOVA Workforce Development Area geographic composition. This application has been submitted to the Sunnyvale City Council (Chief Elected Official) for approval.

Recently, the State released a revision to the directive that changed the performance goals required for this application. This administrative change was included in the application. It will not change NOVAworks' compliance with the requirements.

ALIGNMENT WITH STRATEGIC PLAN:

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

RECOMMENDATION:

For information only.

Prepared by: Eileen Stanly
Eileen Stanly, Analyst

Reviewed by: Giang Pham
Giang Pham, Business Operations Manager

Approved by: Marléna Sessions
Marléna Sessions, Director



For Information Only

Date: May 24, 2023
To: NOVAworks Workforce Board
From: Executive Committee
Subject: **Approval of High Performing Board Application and Business Services Plan**

INTRODUCTION:

The Governor and State Board establishes criteria for Local Boards to be certified as High Performing Boards. The State also stipulates that the recertification of High Performing Boards must occur midway through the implementation of the Local and Regional Plans. As part of the annual budget process, State law directs the Governor and Legislature to annually reserve a portion of the WIOA 15% discretionary funding as incentive funds to Local Boards who are certified as High Performing Boards. The NOVAworks Workforce Board has applied for High Performing Board certification and has been granted approval by the State in previous years. CA Workforce Services Draft Directive WSD22-11 requires that Local Boards must reapply for High Performing Board certification.

In lieu of a Board meeting before the application deadline, the NOVAworks Executive Committee approved the High Performing Board application that includes the Business Services Plan at its April 26 meeting. This action is being forwarded to the Board for information only.

DISCUSSION:

WSD22-11 stipulates that the State will evaluate Local Boards for High Performing Board certification according to the following criteria: met or exceeded WIOA performance indicators for Employment Rate 2nd Quarter after Exit and Median Earnings for PY 2021/22 for adults, dislocated workers, and youth; received State approval of WIOA Regional and Local Plan Modifications (this requirement has been temporarily waived due to a delay in State approval); met WIOA training expenditure requirement that at least 30% of the combined WIOA adult and dislocated worker funding allocations have been spent on training services; met WIOA youth funding requirement that at least 75% of WIOA youth funding allocation has been spent on youth workforce development activities for out-of-school youth; and has established a business services plan has been established that integrates local business involvement with workforce initiatives.

Highlights of the **Business Services Plan** outlined in the application include:

1. The Local Board's efforts to partner with businesses and labor to identify the following:

- **Workforce training and educational barriers to attract jobs in the relevant regional economy.**

NOVAworks engages with local businesses and labor on an ongoing basis to identify needs and address barriers. Three examples of projects include a collaboration with Biocom California Institute for the life science sector; a hospitality industry mobility grant through Irvine Foundation; and the semiconductor manufacturing industry and partnerships with Western Digital and Lockheed Martin. Additionally, NOVA stays in touch with business needs through the Executive Committee business

representatives, chambers of commerce, economic development associations such as SAMCEDA and SVEDA, and business/trade associations.

• **Existing skill gaps reducing the competitiveness of local businesses in the relevant regional economies.**

NOVAworks is engaged with local public sector organizations such as the County of San Mateo, Redwood City, City of Sunnyvale, SamTrans, to identify ways to address skill gaps and increase awareness about public sector career paths. NOVAworks is partnering with the County of San Mateo Information Systems Department to create internship programs for young adults. NOVAworks Career Services and Business Services Teams have joined forces to form industry sector teams, focused on identifying career pathways and training opportunities for job seekers. Resulting Industry Trends reports posted on the NOVAworks website are regularly updated.

• **Potential emerging industries which would likely contribute to job growth in the relevant regional economy if investments were made for training and educational programs.**

NOVAworks is in discussions with the SEMI Foundation, which represents the electronics manufacturing and design supply chain with over 2,600 members, to enhance and develop local apprenticeship programs. Additionally, NOVAworks is working with the San Francisco International Airport (SFO) to recruit candidates and inform the local Community College and Adult Education consortium of skill and training needs, to develop local training programs and career entry points leading to high wage jobs. NOVAworks is working in partnership with Stanford University, pursuing ways to increase career mobility for workers in residential dining by upskilling for opportunities in their healthcare center. Construction is also an area for growth in terms of developing the local workforce. The region's Trades Introduction and Trades Orientation Programs have been successful in introducing individuals to these middle-skill jobs. NOVAworks intends to continue work on expanding these programs to be inclusive of non-traditional populations, such as justice-involved individuals.

2. The use of an electronic system for both businesses and job seekers to communicate about job opportunities.

NOVAworks hosts its own online job board where hiring employers are encouraged to post their openings, following screening by staff. The job board is available to the general public for viewing and for easy applications. NOVAworks shares these opportunities via weekly e-blasts to job seekers. In addition, NOVAworks regularly shares information about job fairs and other recruitment events with staff, job seekers, and our stakeholder partners.

3. The Local Board subcommittee or workgroup comprised of business representatives who represent both the leading industries in the relevant regional economy and potential emerging sectors which further develop and make recommendations for the business service plan.

NOVAworks Executive Committee, a subcommittee of the Board and comprised of key business representatives, outreaches to employers to gather feedback relating to employment trends in their industry, skills needed at their companies, and how NOVAworks can be involved with making connections to education and apprenticeship to enhance opportunities for job seekers. The committee brings its findings to the full workforce board, including its recommendations for prototype projects to address identified needs.

4. The Local Board's efforts to work with their regional planning units to align industry engagement and create regional career pathways.

The Board has been working closely with the Bay-Peninsula RPU (BPRPU) to ensure coordination across business services and to create regional career pathways. Under RPI 4.0, the BPRPU introduced skills-based hiring techniques to businesses across multiple industries throughout the Bay Area. A cohort of 12 business leaders representing chambers of commerce, industry associations, non-profits, workforce development agencies, training providers, and public sector employers were trained to deliver the Markle Foundation's Skillful skills-based hiring workshop series. These resources continue to be made available, as trainers have incorporated these into their regular offerings to Bay Area businesses. The Bay Peninsula Regional Planning Unit (RPU) and four college partners have formed the Bay Area Equity Collaborative (BAEC) to build bridges to accessible training and career opportunities in industry sectors that will drive the global economy for years to come. Target sectors include cybersecurity, cloud computing and mechatronics (industrial automation). Employer partners include two industry associations--Biocom California Institute and California Life Sciences—and employers who have been engaged in previous initiatives, including Amazon Web Services, Applied Materials, Tesla, LinkedIn and Twilio. Employers will provide real-time labor market intelligence, inform the training curricula, and participate in hiring activities.

NOVAworks satisfied all the requirements as stipulated in WSD22-11, with one exception. As with many Local Boards, it did not meet the 30% training expenditure requirement. The NOVAworks model is designed to meet demand "in real time" synchronicity with labor market demand on both the job seeker and employer sides of the equation. Given the historic shifts in the labor market caused by the global pandemic, combined with historically low unemployment rates, NOVAworks was able to quickly and nimbly pivot its services to meet this "in real time" demand, which shifted greatly during this program year. During PY 2021/22, with the significantly low unemployment rates, there were fewer job seekers out of work or looking for work and interested in occupational skills training. In addition, for those individuals who could benefit from training, COVID-19 served as a deterrent for job seekers to participate in the more traditional "classroom" training. Instead, they chose the short-term, non-ETPL online skills training to close the skills gap.

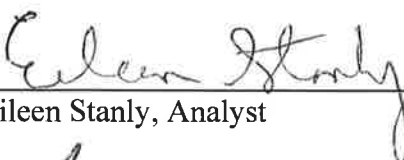
At the April 26 meeting, the Executive Committee approved the High Performing Board application on the Board's behalf. Recently, the State released a revision in the final directive that changed the performance goals required for this application. This administrative change was included in the application. It will not change NOVAworks' compliance with the requirements.

ALIGNMENT WITH STRATEGIC PLAN:

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

RECOMMENDATION:

For information only.

Prepared by: 
Eileen Stanly, Analyst

Reviewed by: 
Giang Pham, Business Operations Manager

Approved by: 
Marléna Sessions, Director



For Information Only

Date: May 24, 2023
To: NOVAworks Workforce Board
From: Executive Committee
Subject: **Approval of New Partnership with Western Digital**

INTRODUCTION:

NOVAworks is proposing a new partnership with Western Digital to train and retain workers for the semiconductor industry. This focus would be in the company's head wafer fabrication facilities' operations, systems, engineering and maintenance, and process engineering areas. This pilot project would target both incumbent employees and incoming employees, including individuals from underrepresented groups in the STEM fields and the armed services. The cost of the project is expected to be up to \$300,000.

Given the time sensitive nature of launching this initiative, the Executive Committee approved this project, on behalf of the Board, at its April 26 meeting. It is being forwarded to the Board for information only.

DISCUSSION:

The semiconductor industry faces unique challenges in recruiting and retaining qualified workers for different levels in the industry. This constricted pipeline presents barriers for the industry to grow and thrive locally. The importance of expanding semiconductor manufacturing in this country has been identified through the new federal CHIPS and Science Act of 2022 initiative as pivotal to the country's economic competitiveness and survival. Workforce development has been recognized as a critical driver to the success of this effort.

NOVAworks is proposing a new partnership with Western Digital to attract, develop, engage, and retain diverse talent in the semiconductor industry, including underrepresented groups in the STEM fields, and military veterans, U.S. National Reservists, and the families of military and National Guard reservists. Western Digital proposes to launch a comprehensive training pilot for the head wafer fabrication facilities' operations, systems, engineering and maintenance, and process engineering areas of the company. Examples of the occupational career ladders targeted for training may include advancing from Operators to Line Managers and from Equipment Engineers to Advanced Analytics Engineers. The program will target cohorts of both incoming employees and incumbent employees, thereby increasing opportunities for current employees to advance within the company that will create new openings for entry level workers. As part of this pilot, full-time employment would be made

available to participants. Western Digital would also subcontract with the SEMI Foundation, a 501(c)(3) arm of SEMI, to recruit participants through the K-12 school districts, community colleges, 4-year universities, and armed services and talent source organizations. SEMI is a global semiconductor membership organization of 2,600 members. The total cost of the pilot project is expected to be up to \$300,000.

Founded in 1970, Western Digital, a U.S.-based data infrastructure and semiconductor company, is headquartered in San Jose, with approximately 8,000 employees nationwide and 7,000 employees in California. Its products include hard-disk drives, 3D NAND flash, solid-state drives, and related products and storage systems that are used in data centers and personal electronics. It is the only provider in the world of both hard-drive disk heads and tape heads, which are made in California.

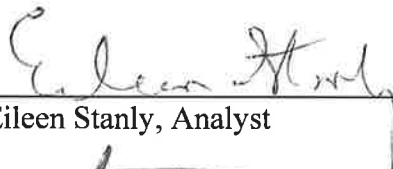
At the April 26 meeting, the Executive Committee approved this project on behalf of the Board. It is being forwarded to the Board for information only.

ALIGNMENT WITH STRATEGIC PLAN:

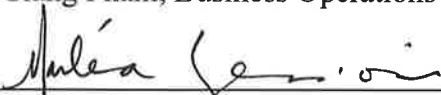
This is in alignment with the NOVAworks Board's Vision, Mission, and Purpose Statement.

RECOMMENDATION:

For information only.

Prepared by: 
Eileen Stanly, Analyst

Reviewed by: 
Giang Pham, Business Operations Manager

Approved by: 
Marléna Sessions, Director