NOVA WORKFORCE BOARD AGENDA
12:00 NOON to 1:30 p.m., WEDNESDAY, September 23, 2020

Please Note: Meeting will be held via videoconference call:
Link: https://us02web.zoom.us/j/85080891954?pwd=UlhUVlFxSndxQy9ZamR0L3htSloxZz09
Meeting ID: 850 8089 1954; Password: 812572; Phone #: +1 (669) 900-6833

1. CALL TO ORDER
2. PUBLIC ANNOUNCEMENTS
3. APPROVAL OF AGENDA
4. REPORT FROM THE CHAIR
   4A. January 27, 2021 Board Retreat
5. REPORT FROM THE EXECUTIVE DIRECTOR
   5A. Recovery Initiatives Update
   5B. Change in Bay Peninsula Regional Planning Unit
   5C. New NOVAworks Logo
6. PUBLIC HEARING
   6A. Approval of Minutes:
       6A1. Approval of Minutes of May 27, 2020 Meeting (Enclosure) Motion
       6A2. Approval of Minutes of July 22, 2020 Study Session (Enclosure) Motion
   6B. GENERAL BUSINESS:
       6B1. Approval of NDWG Grant Request to Serve Airport Workers (Enclosure) Information
       6B2. Approval of WIOA High Performing Board Application and Business Services Plan (Enclosure) Information
   6C. DISCUSSION:
       6C1. Opportunity for Dialogue among Board Members and Director: Topic: How are board member companies responding to the COVID-19 pandemic?
6D. GENERAL INFORMATION:
   6D1. Grant Status/Status of Funds (Enclosure) Information
7. ADJOURNMENT

SCHEDULED MEETINGS
NOVA Board Meeting, Wednesday, December 2, 2020 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 27, 2020 Meeting Minutes


Meeting was held remotely via videoconference call.

1. CALL TO ORDER

   Co-Chairperson J. Morrill called the meeting to order at 12:05 p.m.

2. PUBLIC ANNOUNCEMENTS

   Several members announced that they would need to leave the meeting early due to other commitments. Four members from the public, Nima Chhay and Amanda Ha of EDD-LMI, Justine Jennings of First Place for Youth and Leslie Parks, an economic development consultant, were on the videoconference call to observe but declined to offer public comment.

3. APPROVAL OF AGENDA

   It was moved by V. Dang, seconded by P. Guevara and carried by voice vote to approve the agenda as submitted.

4. PUBLIC HEARING

   4A1. Approval of Minutes of December 4, 2019 Meeting: It was moved by A. Manwani, seconded by R. Foust and carried by voice vote to approve the December 4, 2019 Board meeting minutes as submitted.

   4A2. Approval of Minutes of January 22, 2020 Retreat: It was moved by R. Foust, seconded by V. Dang and carried by voice vote to approve the January 22, 2020 Board retreat minutes as submitted.

   4B. GENERAL BUSINESS:

   4B1. Approval of NOVAworks Foundation Board of Directors Members: With the resignation of P. Guevara from the NOVAworks Foundation Board of Directors, there are currently two vacancies on the Foundation Board representing the NOVA Workforce Board. Volunteers were solicited from the NOVA Board and two members — Board Co-chair J. Morrill and member S. Levy — expressed an interest in being appointed. These two individuals possess a talent and passion for innovative approaches to workforce services in the community that will add value to the Foundation’s work. As per the NOVAworks Foundation bylaws, the NOVA Workforce Board is responsible for appointing members to the Foundation Board. It was moved by L. Dalla Betta, seconded by C. Cimino and
carried by voice vote to appoint J. Morrill and S. Levy to the NOVAworks Foundation Board of Directors representing the NOVA Workforce Board.

4B2. Demonstration of NOVA Online Services on Zoom: In response to the COVID-19 pandemic, NOVA transitioned its services to a remote platform to comply with the County shelter-in-place order and ensure social distancing for the safety of customers and staff. NOVA staff demonstrated on Zoom this new online service model. For job seeker services, the process for new customers begins with remote registration, a video orientation to the services that are available to customers, and introduction to the online MyPlan where customers develop their career search plan. Then there are a variety of services offered to customers, including one-on-one career advising through videoconferencing or phone and 14 workshops condensed for the new remote format from the previous three hours to one hour per workshop. ProMatch, the networking program for job seekers from the professional fields, continues to operate and is hosting bi-weekly meetings through videoconferencing that includes guest speakers. Given the flexibility that the virtual platform provides, presenters are from the local community, as well as outside of California. In addition, NOVA subscribes to IBM’s “Assess” that offers 1300+ online skills assessments for customers to identify their strengths and gaps in chosen occupations. From the feedback received, the new format has been a big success. However, there are customers that don’t have access to technology and the NOVAworks Foundation may be exploring opportunities to solicit donations for computer equipment. Board Past Chair C. Galv’s company, Couchbase, donated laptops so that the NOVA Young Adult Program could register customers remotely. The Young Adult Program will be launching its annual summer program remotely on June 15. The program is expecting about 20-25 participants and will offer 12 online workshops and worksites that respect social distancing.

With the retirement of NOVA manager J. Langdell, L. Anders will be stepping into the role of business services manager. With the COVID-19 pandemic, business services has also transitioned to a remote format. WARN filing requirements have been posted on the NOVA website. Since March 16, NOVA has received 325 WARN notices, 318 COVID-related, from a variety of industries, including hotels, restaurants, retail, recreation and technology. While many of these notices are for furloughed workers, it is anticipated that some of the furloughs may be converted to layoffs as the pandemic continues, which will result in increased demand for NOVA services in the future. In addition, Rapid Response assistance to support employers and their impacted workers are being conducted through weekly virtual webinars, in partnership with EDD, that have also been adapted for the remote format from the former 2.5 hour-sessions to 45 minute-sessions. NOVA is also partnering with FlySFO to conduct bi-weekly webinars for impacted airport workers which have been so successful that the California Workforce Association has invited NOVA/FlySFO to present at its June 24 WORKCON conference. The NOVA online Job Board continues to remain active. Board members thanked J. Langdell for her 35 years of exceptional contributions to NOVA.

4C. DISCUSSION:

4C1. Opportunity for Dialogue among Board Members and Director: Topic: How are board member companies responding to the COVID-19 pandemic? There was insufficient time remaining in the meeting to complete this agenda item.

4D. GENERAL INFORMATION:

4D1. Grant Status/Status of Funds: The reports were included in the Board meeting packet.

5. ADJOURNMENT

The meeting was adjourned at 1:00 p.m.
NOVA Workforce Board
Draft July 22, 2020 Study Session Meeting Minutes


ALSO PRESENT: NOVA staff K. Stadelman, L. Jackson, and E. Stanly; and guest speaker Justine Burt, Founder and CEO of Appraccel

Meeting was held remotely via videoconference call.

1. CALL TO ORDER

Co-Chairperson A. Switky called the meeting to order at 12:05 p.m.

2. PUBLIC ANNOUNCEMENTS

No public announcements.

3. STUDY SESSION

Discussion Topic:
What recommended policies, metrics and partnerships should be considered to address the challenges facing sustainable jobs, job equity/access across race/ethnicity and education, and job quality?

Over the past several years, the Board has hosted a study session at the July meeting as an opportunity for members to have a conversation about a topic that touches workforce in greater depth, which is not always possible during regular Board meetings. With the “nested crisis” that the community is facing with the pandemic, economic downturn and racial inequities, this is the time to reimagine how the Board wants the world to look in the future and its role in this effort.

Guest speaker Justine Burt, Founder and CEO of Appraccel and author of The Great Pivot: Creating Meaningful Work to Build a Sustainable Future presented on environmental justice and equity in planning for the post-COVID-19 recovery and a sustainable economy. Highlights of her presentation and the discussion that followed included:

- When the book, The Great Pivot, was first written it was before green jobs and sustainability were at the forefront of the discussion. Now this idea is gaining more traction.

- Across the United States, 40.8 million filed for unemployment insurance (UI) from mid-March to late May and 39 million are not in the labor force; in California, EDD has
processed 7 million UI claims and spent $35 billion on unemployment insurance in just over 3.5 months.

- The work necessary to build a sustainable future will entail: decarbonized energy system, decarbonized transportation system, circular economy, dramatically reduced food waste, and healthy forests, waterways, soils and wildlife populations.

- Examples of projects that are creating a sustainable future include: building more bike lanes with different types of bumps for protection as an alternative to public transit; reclaiming construction materials for new building construction, instead of discarding them, that has led to a job creator project in Portland for the formerly incarcerated; a tool lending library in Berkeley has been a job creator and is promoting recycling tools; turning paper and plastic collected from the ocean into other products has resulted in a job creator recycling project; a food reuse project that trucked unused food in Oregon to Los Angeles for distribution; restarting the Civilian Conservation Corps; and restoring wildlife conservation. Projects like these create good green jobs and are good for a sustainable environment.

- There are a variety of financial tools that can be used in promoting a sustainable economy: private sector can offer bootstrapping, crowdfunding, a line of credit, direct public offering, and private equity; the public sector can offer a parcel tax, green bonds, and cap & trade; and the non-profit sector can offer philanthropy, State grants, fee for service, and feebates.

- Design Charettes: For each green project, you need to bring to the table: environmental justice, labor, finance, training, technical expertise, marketing and policy. Green jobs bring together the concept of IKIGAI or "reason for living" and the overlapping concepts of what you love, passion, mission, what you are good at, profession, vocation, what the world needs, and what you can be paid for.

- This economic downturn presents crisis as well as opportunity and our legacy is to ensure the wellbeing of future generations.

- In response to questions, these green jobs will require different skill-sets, so retraining will be an important element to consider and the right kind of retraining will ensure a successful transition. It will also be critical to prioritize what jobs to focus on. Marketing will be necessary to encourage businesses to change their business practices and support should be offered to those who are willing to take that risk.

- A recommendation was made that instead of creating different silo programs, as part of the recovery effort, to establish a big recovery bond to support a variety of programs, such as green projects, as well as funding for housing and transportation that will put the economy on a sustainable path. A recovery plan has to be broader.

Breakouts groups were asked to answer the questions: How might we leverage policy to address job quality and sustainability? and How might we measure current state and "trend arrow" in job equity and access? Highlights of the discussion that followed included (but were not limited to):

- A significant percentage of jobs aren't returning in the recovery. We will need the private sector for help with financing and should target shovel-ready projects. It will be important to ensure equity and equal access to employment and the community colleges can play an
invaluable role in this effort. Also, in looking into the future, establishing a basic income for all will help to level the playing field. The way to measure success will be through data, specifically, demographics and salary levels, and a systemic review of racism.

- Digital access will be critical and adopting a policy of universal access to technology will be a good first step. People will be working in different jobs with limitations around labor requirements. Universal access to and portable health care will be essential.

- We need to look at both accessibility to and sustainability of jobs for those who need it the most, but what does it mean to be equitable and how does one determine who needs it. At one member’s company, during the economic downturn, it was important to reprioritize precious resources that were most important to the company that resulted in some employees without any roles. In response, the company developed guiding principles for determining where these individuals should go. When workers, who had roles, wanted to be considered for these other opportunities, the decision was made to just focus on those workers who no longer had roles. They were the priority. The process involved assessing skill sets and knowledge and matching these individuals with the new roles that were needed in the company. The result was that nearly everyone who needed a new role was offered one in the company.

4. **ADJOURNMENT**

The meeting was adjourned at 1:30 p.m.
Date:        September 23, 2020

To:           NOVA Workforce Board

From:          NOVA Staff

Subject:     Approval of NDWG Grant Request to Serve Airport Workers

INTRODUCTION:

Given the significant impact of COVID-19 on the airline industry and related travel industries, the U.S. Department of Labor (DOL) announced a new grant opportunity, Airline Employment Recovery National Dislocated Worker Grant (NDWG), to serve the surge of workers who have been laid off due to the decline in passenger air travel. The State elected to submit a grant application, on behalf of the local workforce boards in the state, to serve impacted airport industry workers, statewide. NOVA submitted a funding request to the State to be considered as part of the State’s application to DOL. The request totaled $5,400,000 to serve 1,200 impacted workers from the San Francisco and San Jose airports, with $1,750,000 subcontracted to the San Francisco Office of Economic and Workforce Development (OEWD) to serve a portion of the San Francisco airport workers and $150,000 subcontracted to two labor agencies — San Mateo Central Labor Council and Working Partnerships USA — to provide outreach and engagement. Given the tight submission deadline, the Board co-chairs approved NOVA’s grant request, in lieu of scheduled Board and Executive Committee meetings before the deadline. This approved request is being forwarded to the Board for information only.

DISCUSSION:

As the world’s technology center and a major global travel destination, the area’s regional economy is heavily dependent on business travel and tourism. Much of that activity flows into the region through San Francisco International (SFO) and Mineta San Jose International (SJC) airports. SFO in 2016 accounted for $62.5 billion in business sales and 300,000 jobs, including offsite and indirect jobs. SJC accounted for a total of 32,226 jobs and total business revenue of $3.4 billion. The airline industry ecosystem is comprised of a variety of industries that encompass airlines, airports, retail and food service concessions at the airport, transportation services, and hotels and restaurants adjacent to the airports, among others. This ecosystem has been significantly impacted by the COVID-19 pandemic and reduction in air travel affecting millions of workers, nationwide. At SFO, there has been a 95% reduction in flights. At SJC, air passenger traffic declined 97.1% in April 2020 as compared with April 2019. Since March, NOVA, San Francisco Office of Economic and Workforce Development (OEWD) and San Jose have received a total of 123 WARN notices impacting 19,853 workers related to SFO and SJC.

In response, the U.S. Department of Labor (DOL) recently released a new grant opportunity to serve the airline/airport industry workers impacted by the COVID-19 pandemic titled, Airline Employment Recovery National Dislocated Workers Grant (NDWG). The State of California
elected to submit a grant application to DOL, on behalf of the local workforce boards in the state, to serve impacted airport industry workers, statewide.

NOVA has submitted a grant request to the State to be considered as part of its request to DOL. NOVA has proposed to partner with OEWD to serve both SFO and SJC and the workers impacted in the airline industry ecosystem there. Work2future elected not to participate in this grant request, so NOVA would serve some of the SJC workers and a portion of the San Francisco airport workers. The total request is $5,400,000 to serve 1,200 workers (800-NOVA, 400-San Francisco) at $4,500 per worker, with $1,750,000 subcontracted to OEWD to serve a portion of the San Francisco airport workers. In addition, NOVA will be subcontracting out to several labor agencies — San Mateo Central Labor Council and Working Partnerships USA — to provide outreach and engagement services totally $150,000 in funding. NOVA will be taking the lead on this initiative. The period of service for this grant: December 1, 2020 to December 30, 2022.

Given the tight deadline for applying for this grant, the Board co-chairs approved this grant request, in lieu of scheduled Board and Executive Committee meetings before the deadline. This approved request is being forwarded to the Board for information only.

ALIGNMENT WITH STRATEGIC PLAN:

This is in alignment with the NOVA Board’s vision, mission and purpose statement and all ten of the priority strategies from its 2017-2020 Strategic Plan.

RECOMMENDATION:

For information only.

Prepared by: Eileen Stanly, Analyst

Reviewed and Approved by: Kris Stadelman, Director
Date: September 23, 2020
To: NOVA Workforce Board
From: NOVA Staff
Subject: Approval of WIOA High Performing Board Application and Business Services Plan

INTRODUCTION:

The State requires that the Governor, through the California Workforce Development Board, establish criteria for Local Boards to be certified as a High Performing Board. On January 17, 2020, the State released Draft Directive WSDD-206 that contained the requirements for the High Performing Boards application process for recertification and the establishment of a business services plan. Anticipating the imminent release of the final directive and a February deadline for submitting the application, the Executive Committee approved the Board’s High Performing Board application that included the business services plan at its February 19, 2020 meeting, in lieu of a Board meeting before the application deadline. With delays due to the COVID-19 pandemic, the final Directive WSD19-12 wasn’t released until April 29, 2020. The Board’s High Performing Board application was then submitted at that time. This Executive Committee approval is being forwarded to the Board for information only.

DISCUSSION:

The State requires that the Governor, through the California Workforce Development Board, establish criteria for Local Boards to be certified as High Performing Boards and that recertification 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 15 percent discretionary funding under WIOA for incentive funds to Local Boards who are certified as High Performing Boards.

On January 17, 2020, the State released Draft Directive WSDD-206 that contained the requirements for the High Performing Boards application process for recertification. For the purposes of this recertification process, the State will evaluate Local Boards according to compliance with existing federal and state requirements in the area of: met or exceeded WIOA performance indicators for employment rate and median earnings; WIOA regional and local plans have been approved; met WIOA training expenditure requirement that at least 30 percent of the combined total of WIOA adult and dislocated worker formula funding allocation has been spent on training services; met WIOA youth funding requirement that at least 75 percent of WIOA youth funding allocation has been spent on youth workforce investment activities for out-of-school youth; and a business services plan has been established that integrates local business involvement with workforce initiatives. In the future, the criteria for High Performing Board recertification will include additional requirements in the area of investment in industry partnerships, job quality, and meaningful skills attainment. On April 29, 2020, the final Directive WSD19-12 was released. The only change made from the draft directive was moving the
performance indicators’ program year from 2017-18 to the more current 2018-19, which was reflected in the final application submission.

In the past, the NOVA Workforce Board has been designated a High Performing Board and satisfied all of the requirements as stipulated in State Directive WSD19-12. Excerpts of the Business Services Plan portion of the application included:

NOVA works on an ongoing basis with local businesses and labor to identify needs and address barriers. Three examples of projects based on identified needs are:

- Vehicle to Grid Integration: NOVA is working to identify future talent needs of Valley Transit Authority and to build high school, college, and university pipelines. NOVA is also exploring incumbent worker training with the Amalgamated Transit Union and the California Labor Federation.
- Building Skills Partnership: NOVA is partnering with this union-based nonprofit to prepare the children of janitors for Bay Area tech jobs, creating a new talent channel for business.
- Silicon Valley Clean Energy: NOVA is proposing to partner on an environmental scan to inform workforce efforts relative to green jobs occupations.

Other ways NOVA stays in touch with business needs include employer interviews through the Emerging Trends Task Force (see below), Chamber memberships, local economic development organizations, local Employer Advisory Councils, connections with staffing agencies, and industry trends panels for job seekers hosted by our business services team.

Consistently, the number one occupation in terms of job openings in our region is Software Developers, with over 15,000 jobs advertised online (Help Wanted Online, 12/19). In addition to preparing NOVA job seekers with tech backgrounds to be competitive through upskilling, NOVA assists employers by expanding opportunities for non-traditional populations to move into tech careers. Three examples include:

- Opening Doors Bay Area: NOVA partners with Opening Doors, a startup Silicon Valley collaborative of business and social leaders dedicated to increasing employment opportunities for people with disabilities.
- Neurodiversity Career Pathways Council: NOVA participates in this statewide initiative to coordinate providers of workforce and training services to individuals on the autism spectrum. The initiative facilitates access to companies seeking neurodiverse talent and provides job seekers and families with greater visibility of and access to training and employment opportunities.
- Accenture Tech Apprenticeships: The apprenticeship is a year-long earn-and-learn program for those without four-year degrees or reskilling seeking to enter an industry unrelated to their college major or previous work experience. NOVA assists with recruitment, and Accenture is considering NOVA as an official sourcing partner.

NOVA is working with Silicon Valley Clean Energy to propose a research project focused on green job occupations and identifying the need for workforce training investments.

Water and wastewater agencies are facing a workforce gap in mission-critical skilled trades. This gap comes from an aging workforce, difficulty hiring qualified applicants, and a lack of internal career pathways to promote within agencies. The region’s RPI 3.0 grant will explore expanding and developing the pipeline into these jobs; however, it is likely that future investment will be needed for workforce training. (San Benito County WIB was the lead on this regional initiative and with its move to the North Central Coast Regional Planning Unit,
this initiative was changed to an expansion of the current regional Apprenticeship Bay Area initiative described below.)

Construction is another 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. NOVA intends to continue work on expanding these programs to be inclusive of non-traditional populations, such as justice-involved individuals.

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

NOVA’s Emerging Trends Task Force, a subcommittee of the NOVA Workforce Board, outreaches to employers to gather feedback relating to employment trends in their industry, skills needed at their companies, and how NOVA can be involved with making connections to education and apprenticeship to enhance opportunities for job seekers. The task force brings its findings to the full workforce board, including its recommendations for prototype projects to address identified needs.

NOVA is part of a regional business services team that meets regularly to share input from employers as to hiring needs as well as local resources for addressing business needs.

NOVA also participates in regional initiatives including:

- **Apprenticeship Bay Area**: NOVA is partnering with the San Francisco Office of Economic and Workforce Development (lead), work2future, TechSF, and employer partners to develop a regional infrastructure to meet employer talent needs, build pipelines, and promote programming.
- **Amazon Web Services**: NOVA was invited by Foothill College to participate in this project with the Bay Area Community College Consortium to create a common cloud technician certificate curriculum for as many as 28 Bay Area colleges. The group is exploring combining training with a related apprenticeship through Apprenticeship Bay Area.

With the expected imminent release of the final State directive and an anticipated February deadline for submission, the Executive Committee approved the Board’s High Performing Board application that included the business services plan at its February 19 meeting, in lieu of a Board meeting before the expected deadline. This approval is being forwarded to the Board for information only.

**ALIGNMENT WITH STRATEGIC PLAN:**

This is in alignment with the NOVA Board’s vision, mission and purpose statement.

**RECOMMENDATION:**

For information only.

Prepared by: [Signature]
Eileen Stanly, Analyst

Reviewed and Approved by: [Signature]
Kris Stadelman, Director
## NOVA Grant Status Report

For the Period from July 1, 2020 thru August 31, 2020

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<th>Source</th>
<th>Title</th>
<th>Period of Performance</th>
<th>PY20 Avail</th>
<th>PY20 Avail Spend - Plan</th>
<th>PTD Spend Actual</th>
<th>% Act/Plan</th>
<th>Balance of Plan</th>
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<td></td>
<td></td>
<td>From To</td>
<td>Total</td>
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<td></td>
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<td>WIOA</td>
<td>Adult</td>
<td>07/20 06/22</td>
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<td>Dislocated Worker</td>
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<td>Youth</td>
<td>04/20 06/22</td>
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<td>25% Additional Assistance - SV Dislocated Worker</td>
<td>3/20 9/21</td>
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<td>220,094</td>
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<td>25% Addtnl Assist COVID-19 Impacted Indv Support Svcs</td>
<td>3/20 12/20</td>
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<td>Reg Organizer / Reg Training</td>
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<td>P2E Direct Services (IDS)</td>
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<td>12/19 03/22</td>
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**NOVA Foundation**

| **tbd** | 198,587 | 6,461 | 192,126 |

Notes:
- *Grant extended due to pandemic*
- **RPU designates funding received on behalf of 4 WIBs. See attached RPU Grant Status Report for full details**
- **NOVA Foundation fundraising and spend strategy tbd**

**PENDING: Employment Recovery NDWG - Airline Industry**

- NOVA & SF OEWD: Provide WIOA services to laid off employees serving the airline industry at SFO & SJC airports
- $5,400,000 Application submitted Sept 2020
- $3,650,000 NOVA - Grant recipient
- $1,750,000 SF OEWD
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<th>GTD Spend Actual</th>
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