



Expanding Reach Task Force July 16, 2018 Meeting Summary

Task Force members participating: Katherine Harasz (chair), Linda Labit, Maria Lucero, and Anita Manwani

NOVA staff: Kris Stadelman, Cindy Stahl and Eileen Stanly

I. Welcome, Introductions, Review Charter and Agenda

The Task Force chair opened the meeting with a welcome and introductions from the members present. In order to move forward with brainstorming on ideas for how NOVA might expand its reach in San Mateo County, given NOVA's limited funding, it was recommended that staff first provide a "lay of the land" about the current service system and unemployment numbers and poverty rates within the NOVA workforce area so that members can discuss where there may be the greatest need and how the Board can make the greatest impact.

II. Getting the Lay of the Land: Current Reality

Highlights of the discussion included:

- NOVA staff reviewed with members a funding analysis chart. While NOVA continues to experience great demand for services due to the tremendous churn in Silicon Valley that is unique to a technology-driven economy, the federal Workforce Innovation and Opportunity Act (WIOA) funding formula is based on unemployment and poverty that is relatively low in the NOVA region. As such, NOVA receives insufficient funding to meet the service demand. For this reason, NOVA continuously seeks funding from a variety of sources to supplement its WIOA funding allocation. The NOVA Foundation and the Executive Committee is already exploring strategies to expand NOVA's funding base, so this focus is outside of the task force's scope of work. However, given NOVA's current funding situation that is expected to continue in the years ahead, it's important to explore other avenues for delivering services that capitalize on partnerships and technology that will enable NOVA to expand its reach in San Mateo County, without additional funds. The goal of this task force is to explore opportunities to leverage partners, relationships and resources to deliver services in San Mateo County. This wouldn't preclude the task force from also identifying a specific idea that may require new funding that can be pursued in the future.
- A map of the NOVA-funded job center locations was distributed. Job Centers for adults are located in San Bruno at Skyline College (operated by NOVA), San Mateo (operated by CLCP) and Sunnyvale (operated by NOVA), with the Sunnyvale Job Center the comprehensive center. Youth services are provided by JobTrain in Menlo Park and by NOVA at the Sunnyvale Job Center. Leveraging is already taking place at the JobTrain site where EDD staff provides some adult

services there with NOVA San Mateo staff conducting workshops there. The San Bruno site at Skyline College provides limited services and is underutilized and there may be opportunities to leverage services there and reach out to prospective customers in the northern San Mateo County area and along the coast.

- Maps of the unemployment count and poverty rates in the NOVA workforce area were discussed. There are areas with high unemployment within the region that are some distance from current job centers. NOVA does not have the resources to establish additional job centers in these underserved areas and is exploring other alternatives for reaching these areas through partners and the use of technology (e.g. Nepris), such as live-streaming workshops at partner locations where customers can ask questions and then record the workshop for use by those who were unable to attend the workshop. Schools are important partners in serving youth and the use of technology could be a vehicle for achieving this, although under WIOA the focus is now on serving out-of-school youth. Currently, NOVA has a new agreement with LRNG to provide a learning platform for youth that has been a tremendous success in reengaging youth to school. A recommendation was made to also explore WebEx, GoToMeeting, and Zoom platforms and approach companies to donate funding and/or the technology to NOVA for live-streaming workshops.
- Transportation will be key for customers in accessing services they need whether at the established NOVA job centers or at partner sites where services are also provided.
- A diverse range of partners is also key to ensuring that NOVA can expand its reach to all residents in San Mateo County. Customers may be more comfortable and less apprehensive accessing services from some partners and locations than others, so it's important to make the right connections.

III. Brainstorm on Defined Work and Develop Work-plan

- **Review and clarify defined work; How can the task force make an impact?**
- **Prioritize the defined work; What's important?**

Highlights of the discussion included:

- The goal for NOVA is to serve all of the residents in San Mateo County who need services either through the existing job centers, via technology at partner sites or other ideas; the services don't have to be provided by NOVA staff. Currently NOVA works closely with its partner agencies through its stakeholders group. The group has been working on streamlining a referral process to facilitate access for customers and will now be exploring opportunities to leverage resources. Ideas that come out of this task force will be presented to this stakeholders group for input.
- Companies should also be approached to leverage space/resources for services. For example, Genentech partnered with the local school district in San Mateo County to support a South San Francisco high school. LinkedIn has also provided community support.
- It will be important to think strategically and consider NOVA's current funding structure and workforce development area. The best strategy for approaching this work is to look at 1) geographic location of services and 2) areas with high unemployment numbers and poverty rates. Given the

limited funding, the priority for the task force's work should be on serving the large number of unemployed and significant poverty pockets north of the city of San Mateo in northern San Mateo County where NOVA job center services are limited. The County of San Mateo, a NOVA consortium partner, has also expressed an interest in seeing more services in that area. Although there are also high unemployment numbers and poverty in the central and southern portions of the workforce area, there are currently significant job center services provided there through the job centers in San Mateo and Sunnyvale.

- Transportation is also an important issue for both NOVA and its partner agencies and should be prioritized for the task force's work. Key public transportation partners could be the Santa Clara Valley Transportation Agency (VTA) and the San Mateo County Transit District (SamTrans). Perhaps the NOVA job centers could become a designated transit stop. Private transportation services that are underutilized could also be explored. In addition, the San Francisco workforce board would be a good network to explore resources that connect with the northern San Mateo County area.
- In order for the task force to be effective, it will be important to clearly define what the task force wants to accomplish, with timelines and key deliverables. This will be explored at upcoming meetings.

IV. Wrap-up and Next Steps

The task force chair wrapped up the discussion and identified next steps:

- The task force has further defined its priority work: 1) expanding reach with a focus on northern San Mateo County through existing job centers, through partners utilizing technology or other ideas and 2) expanding transportation options for customers to access services.
- At the next meeting, the task force will 1) identify the tools/resources that will be needed for the work; 2) develop goals for each of the defined work and measures for ensuring we're on the right track; and 3) develop tasks for accomplishing these goals that includes a timeline.
- Staff will prepare a map of the number of customers served by the city/town where they live and the number of customers that are served from outside of the NOVA workforce area. In addition, a map will be prepared that captures where the big companies and educational institutions are located in northern San Mateo County. These maps will be presented at the next meeting.