

**Council Meeting: May 25, 2010****SUBJECT: Recommendation to Sunnyvale City Council to Approve
Confirmation of New Members to the NOVA Workforce Board****REPORT IN BRIEF**

The NOVA Workforce Board Nominating Committee is recommending confirmation of the following individuals to the NOVA Workforce Board:

Mr. Bruce Knopf, Director of Asset and Economic Development
Office of the County Executive
County of Santa Clara

Dr. Linda Thor, Chancellor
Foothill-De Anza Community College District

The NOVA Workforce Board Nominating Committee is comprised of Sunnyvale Mayor, Honorable Melinda Hamilton, Executive Director of the Milpitas Chamber of Commerce, Ms. Gaye Morando and Vice Chairperson of the NOVA Workforce Board, Mr. Poncho Guevara. The Nominating Committee is charged with the responsibility of recommending candidates to the NOVA Workforce Board, for consideration by the Sunnyvale City Council.

The Nominating Committee is recommending Mr. Bruce Knopf and Dr. Linda Thor for four-year terms on the NOVA Workforce Board.

BACKGROUND

The federal Workforce Investment Act (WIA) of 1998 stipulates the composition, roles and responsibilities of the local workforce board. The chief local elected official appoints the local workforce board; the Sunnyvale City Council serves as the Chief Local Elected Official for the NOVA consortium. The local workforce board determines how many seats are on the board, and is required to have a majority of representatives from business and representation from at least the following stakeholders:

- Business Executives (majority and chair)
- Education providers
- Labor Organizations
- Community-based Organizations
- Economic development agencies

- One-Stop partners

The roles and responsibilities of NOVA Workforce Board members include (but are not limited to):

- Take a leadership role in forging a strong and vital partnership between business and the workforce development community, resulting in an entrepreneurial, market-driven, accountable and exceptional workforce investment system;
- Contribute specific expertise from key industries and articulate evolving industries' needs, critical to aligning our workforce with the jobs of the 21st Century;
- Develop and approve policy for workforce initiatives in the NOVA service-delivery area;
- Help create and provide oversight of a strategic plan;
- Evaluate and monitor program performance according to specified outcomes and measures; and
- Promote the NOVA Workforce Board and workforce through collaboration and relationship building with other businesses, organizations and groups.

EXISTING POLICY

The proposed activities are consistent with the City of Sunnyvale's Socio-Economic Goal 5.1F: Provide job training and employment services, within constraints of operative Federal regulations and available Federal funding to address the locally-determined employment and training needs of economically disadvantaged residents and others with special needs.

DISCUSSION

The NOVA Workforce Board Nominating Committee is recommending appointment of two candidates to the NOVA Workforce Board because of the individual strengths and assets each candidate can bring to the NOVA Workforce Board. In addition, these nominations fill mandated economic development, social services and education seats: Mr. Bruce Knopf of the County of Santa Clara, Office of the County Executive will fill the economic development and social services seats and Dr. Linda Thor of the Foothill-De Anza Community College District will fill the education seat.

ABOUT THE CANDIDATES

Mr. Bruce Knopf, Director of Asset and Economic Development
Office of the County Executive
County of Santa Clara

The County of Santa Clara, with a population of 1.7 million, is one of the largest counties in the state. The County represents a major employment

center for the region, employing approximately 15,000 employees, providing more than a quarter of all jobs in the Bay Area. As Director of Asset and Economic Development, Mr. Knopf is responsible for implementing the County's regional economic development program, collaborating with the 15 cities within the county, as part of the Silicon Valley Economic Development Alliance, and with other business, educational and nonprofit organizations to forge mutually beneficial economic strategies. Mr. Knopf also oversees the County asset development functions that includes the leasing or selling of surplus County land for commercial or residential development to generate new revenues for the County. Mr. Knopf brings to the NOVA Board over 30 years of extensive experience and expertise in the area of economic development at the federal, state and local levels. Mr. Knopf's expertise will be invaluable to the Board as it forges new workforce development strategies that are in alignment with economic development strategies in the region, preparing workers for jobs now and in future years to come. As a member of the Office of the County Executive, Mr. Knopf will fill the mandated seats representing both economic development and social services.

Dr. Linda Thor, Chancellor

Foothill-De Anza Community College District

For more than 50 years, the Foothill-De Anza Community College District has been meeting the educational needs of the community and, today, is one of the largest community college districts in the country, providing credit classes to more than 45,000 students per quarter, with an annual budget of approximately \$335 million. The District serves five of the seven cities within the NOVA consortium. As Chancellor of the Foothill-De Anza Community College District, Dr. Thor serves as the chief executive officer of the two-college community college district, comprised of nearly 3000 employees, ensuring a comprehensive and quality education for community residents. As a nationally recognized innovator in education, Dr. Thor brings to the NOVA Board over 30 years of extensive experience and expertise in the community college system both in California and Arizona, and has served in leadership positions on boards at the local and statewide levels in the areas of quality improvement, lifelong learning and economic security and development, devoted to workforce development and forging public/private partnerships in the community. Dr. Thor's expertise will be invaluable to the Board in its partnership with the adult education system to ensure youth have the basic skills necessary to succeed in advanced education and in the workforce and that adult dislocated workers are retrained for the emerging and growing industries in Silicon Valley. Dr. Thor will fill the mandated seat in education.

These appointments comply with the requirements of the federal Workforce Investment Act.

FISCAL IMPACT

No fiscal impact.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, Community Center and Department of Public Safety; and by making the agenda and report available at the Sunnyvale Public Library, the Office of the City Clerk and on the City's Web site.

ALTERNATIVES

- (1) Confirm the two candidates recommended by the NOVA Workforce Board Nominating Committee for the NOVA Workforce Board.

- (2) Confirm one candidate or no candidate recommended by the NOVA Workforce Board Nominating Committee for the NOVA Workforce Board.

RECOMMENDATION

The NOVA Workforce Board Nominating Committee recommends that the Sunnyvale City Council approves Alternate #1 and confirms Mr. Bruce Knopf and Dr. Linda Thor for four-year terms on the NOVA Workforce Board.

Reviewed by:

Kris Stadelman, Director, Department of Employment Development
Prepared by: Eileen Stanly, Analyst

Approved by:

Gary M. Luebbbers
City Manager