



**Council Meeting: June 28, 2011**

**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:

Ms. Connie Alvarez, Business Resource and University Relations Manager  
Lockheed Martin Space Systems Company

Ms. Sara Steffens, Staff Representative  
Communications Workers of America

Mr. Greg Young, Vice President and Community Development Officer  
Wells Fargo Bank

The NOVA Workforce Board Nominating Committee is comprised of Sunnyvale Mayor, Honorable Melinda Hamilton, NOVA Workforce Board Co-chairperson Van Dang of Cisco Systems and NOVA Workforce Board Vice Chairperson Steve Van Dorn of the Santa Clara Chamber of Commerce. 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 Ms. Connie Alvarez, Ms. Sara Steffens and Mr. Greg Young 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 21<sup>st</sup> 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 three 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 will fill WIA mandated business and labor seats: Ms. Connie Alvarez of Lockheed Martin Space Systems Company and Mr. Greg Young of Wells Fargo Bank will fill the business seats, and Ms. Sara Steffens of the Communications Workers of America will fill the organized labor seat.

### **ABOUT THE CANDIDATES**

#### **Ms. Connie Alvarez, Business Resource and University Relations Manager Lockheed Martin Space Systems Company**

Lockheed Martin Space Systems Company, a company of Lockheed Martin, employs 7,500 people locally, and is a leader in the design, development and manufacture of advanced-technology systems specific to the space industry, for national security, civil and commercial customers. As Business Resource and

University Relations Manager, Ms. Alvarez acts as liaison between the company's executives and talent acquisition team to manage the process of filling positions with qualified workers, while effectively leveraging available resources. Ms. Alvarez plays a key role in providing the information essential for workforce planning and implementation, building and preparing Lockheed for the future through timely acquisition and deployment of talent representing a diverse workforce. Ms. Alvarez brings to the NOVA Workforce Board many years of extensive experience in the human resource field and expertise in identifying workforce needs and developing strategies to address these needs. This will be invaluable to the NOVA Board as it seeks to close the gap between the workforce needs of businesses and the skills and talents of job seekers.

Ms. Sara Steffens, Staff Representative  
Communications Workers of America

Communications Workers of America (CWA) is a labor union representing more than 60,000 public and private sector workers throughout California who work in a variety of diverse fields. As Staff Representative, Ms. Steffens is responsible for organizing, mobilizing and representing members of the Newspaper Guild, National Broadcast Engineers and Technicians (NABET) and University Professional and Technical Employees (UPTe). In particular, Ms. Steffens has worked closely with the local newspaper industry as it has undergone a dramatic transformation and significant worker dislocation that mirrors a similar trend that is taking place on a national level. Ms. Steffens brings to the NOVA Workforce Board over 15 years of experience in the newspaper industry, a deep understanding of the industry's current financial and workforce challenges and extensive networks in business, labor and with the media workforce. Ms. Steffen's expertise will be invaluable to the NOVA Board as it tackles the reemployment needs of nearly half of the local newspaper workforce that has been downsized as documented in a NOVA-sponsored journalist labor market study.

Mr. Greg Young, Vice President and Community Development Officer  
Wells Fargo Bank

Wells Fargo Bank, a diversified financial institution, serves 70 million customers, manages \$1.2 trillion in assets, and employs 280,000 individuals, 9,000 locally. As Vice President and Community Development Officer, Mr. Young is responsible for mobilizing human and financial resources and applying community and business knowledge and networks to foster sustainable solutions for critical community needs, especially in low- and moderate-income areas. In this capacity, Mr. Young reaches out to non-profit organizations and works with elected officials in Silicon Valley communities that include the NOVA service area. Mr. Young brings to the NOVA Workforce Board many years of diverse experience, a strong knowledgebase of the workforce issues facing disadvantaged populations and a commitment to improve the lives of the underserved through workforce and economic development. Mr. Young's expertise will be invaluable to the NOVA

Board as it forges new partnerships, seeking diversified solutions and resources to effectively address the workforce needs of NOVA's customers, including economically disadvantaged adults and youth, in a climate of shrinking funding.

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 three candidates recommended by the NOVA Workforce Board Nominating Committee for the NOVA Workforce Board.
- (2) Confirm one or two candidates 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 Ms. Connie Alvarez, Ms. Sara Steffens and Mr. Greg Young for four-year terms on the NOVA Workforce Board.

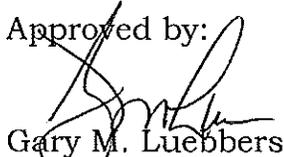
Reviewed by:



Kris Stadelman, Director, NOVA Workforce Services

Prepared by: Eileen Stanly, Analyst

Approved by:



Gary M. Luebbers  
City Manager