



Council Meeting: June 11, 2013

SUBJECT: Approval of NOVA Five-Year Local Strategic Workforce Plan

BACKGROUND

The Workforce Investment Act (WIA) and the California Unemployment Insurance Code require local workforce investment boards to submit a comprehensive five-year local strategic workforce plan to the California Workforce Investment Board. The Local Plan must support the State Plan goals in addition to the WIA requirements.

In 2013 the State Board must concurrently perform three statutorily required activities related to ensuring effective Local Boards. These activities are:

1. Approve five-year Local Plans: Local Boards are required by federal law to submit to the State Board a comprehensive five-year Local Plan that reflects the vision, strategy, and goals of the State Strategic Workforce Development Plan.
2. Recommend Local Board recertification to the Governor: Federal and state law require the State Board to recommend to the Governor recertification of each Local Board every two years. Consideration is based on meeting minimum federal performance measures and compliance with state and federal laws and regulations.
3. Evaluate Local Board performance for biennial "high-performance" certification: Last year, Governor Brown signed SB 698, which sets the bar higher for Local Board performance. The first certification must occur on or before July 1, 2013.

The State Board is combining the three above activities into a single evaluation process. Those Local Boards that exceed the minimum requirements in the high-performance standards will be considered for status as "high-performance" Local Boards. While high-performance certification is voluntary, SB 698 states that the State would be required to reserve specified federal discretionary funds for high-performance boards. The NOVA Workforce Investment Board (WIB) is applying for certification as a high-performance Local Board.

This is the first revision of Local Plan requirements since the implementation of the Workforce Investment Act in 2000 and also the first time the above three activities have been combined. Approval of NOVA's Plan includes 1) approval of the Plan itself, 2) approval of NOVA's application for high-performance Board status, and 3) recertification of NOVA's Workforce Board (see attached roster).

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

At its January 23 Workforce Board retreat, the NOVA WIB began the Local Plan process by discussing the framework for the Plan in three key areas: sector and regional strategies, worker shortages and skills gaps, and demonstrating NOVA's impact.

From the board's retreat deliberations, NOVA staff distilled a draft list of ten key strategies for NOVA's Local Plan. NOVA then convened community service providers, conducted a virtual employer roundtable in key sectors, consulted its youth council, and reached out to elected officials and staff associated with NOVA's seven-city consortium. Each group vetted the ten strategies, and also provided additional input to support preparing skilled workers for employment in regional sectors and to address skills gaps. These strategies form the core of the Plan.

In addition to serving as a strategic plan, the Plan must also address the "high-performance local board" standards and criteria issued by the State Board in order for NOVA to be eligible to be considered for status as a "high-performance" local board. The Plan addresses the standards with examples of evidence supporting the criteria.

The Plan includes a detailed regional economic and workforce information analysis, leading to the identification of high-growth, high-demand industry sectors and occupational clusters and related skills and education gaps impacting these priority sectors. NOVA has identified the following industry sectors as the focus of regional planning efforts:

- Technology
- Health Care
- Advanced Manufacturing
- Construction

NOVA is partnering with other workforce investment boards in the region to develop a regional approach to these shared sectors due to commute patterns and the expanding reach of “Silicon Valley.”

The Local Plan includes sections organized around three customer groups: Business Services Plan, Adult Strategies, and Youth Strategies. Following is a summary of each. The full Plan is available on NOVA’s Web site at <http://link.novaworks.org/nova-plan>.

Business Services Plan

The State goal relative to Business Services is to “meet the workforce needs of high demand sectors of the state and regional economies.” To support this goal, NOVA will:

- Engage key partners, including education, organized labor, employers, and business and trade associations to understand the economic and workforce challenges and opportunities in the regional economy.
- Participate and lead regional strategies with partner workforce boards to ensure a consistent, collaborative approach to meeting the demands of regional employers with an emphasis on priority sectors.
- Pilot real-time labor market intelligence collection tools to ensure the relevance of employment and training strategies to regional employers.
- Expand its business strategy to define and enhance its benefit to the employer community.
- Collaborate with its education partners to support changes that address barriers to responding to employer demand.

NOVA will be further developing its Business Services Plan with the assistance of the WIB task forces and the WIB Executive Committee.

Adult Strategies

The State goal for Adults is to “increase the number of Californians who obtain a marketable and industry-recognized credential or degree, with a special emphasis on unemployed, underemployed, low-skilled, low-income, veterans, individuals with disabilities, and other at-risk populations.” NOVA strategies include:

- NOVA will lead efforts in the Information and Communication Technologies (ICT) sector and demonstrate effective training methods for digital literacy and entry points to ICT careers.
- NOVA will pilot real-time labor market intelligence (LMI) from regional employers to disseminate to partner WIBs, as well as to community groups that provide human and social services.
- NOVA will promote access to life-long learning to meet the needs of unemployed, low-skilled adults, as well as youth, new entrants to the labor market, and dislocated workers with obsolete skills.
- NOVA will partner with key stakeholders to pursue additional resources to support training and target groups and at-risk populations.

Youth Strategies

The State goal for Youth is to “increase the number of high school students, with emphasis on at-risk youth and those from low-income communities, who graduate prepared for postsecondary vocational training, further education, and/or a career.” NOVA strategies in support of this goal include:

- NOVA will reimagine its youth program to efficiently reach more youth in the region.
- NOVA will engage and work with community stakeholders to understand the opportunities and challenges for youth within our region.
- NOVA will promote access to life-long learning to meet the needs of youth.

The NOVA Workforce Board approved the Five-Year Strategic Local Plan at its May 22, 2013 meeting. The Plan is available on NOVA’s Web site at <http://link.novaworks.org/nova-plan>.

FISCAL IMPACT

The source of funds for the services in the Five-Year Strategic Local Plan is Workforce Investment Act funds. Since funds are obligated to programs only based upon appropriations dedicated to NOVA, sufficient Workforce Investment Act funds will exist to cover all anticipated obligations of day-to-day program operations. If funding is cut, then staffing and program services will be accordingly reduced.

PUBLIC CONTACT

NOVA's Local Plan was released for public review and comment through advertisement in the *San Jose Mercury News*, distribution through social media, and a link on the NOVA Web site. Comments were due June 7; only positive comments were received.

Additional 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.

RECOMMENDATION

It is recommended that the Sunnyvale City Council, on behalf of the NOVA seven-city consortium, concur with the NOVA Workforce Board and approve the NOVA Five-Year Local Strategic Workforce Plan.

Reviewed by:



Kris Stadelman, Director, NOVA Workforce Services

Prepared by: Jeanette Langdell, Employment Training Manager

Approved by:



Gary M. Luebbers
City Manager

Attachments

NOVA Workforce Board 2013 Roster

Attachment: NOVA Workforce Board 2013 Roster

Ms. Van Dang, Co-Chairperson
Vice President and Deputy General Counsel
Cisco Systems, Inc.

Mr. Steve Van Dorn, Co-Chairperson
President & CEO
Santa Clara Chamber of Commerce and Convention-Visitors Bureau

Mr. Dennis Cima, Vice Chairperson
Senior Vice President
Silicon Valley Leadership Group (SVLG)

Mr. Poncho Guevara, Vice Chairperson
Executive Director
Sacred Heart Community Service

Ms. Mary Schuppert, Past Chairperson
Management Consultant

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

Mr. Thomas Baity
Branch Manager
Nelson Staffing

Dr. Frank Benest
Consultant
Dr. Frank Benest Consulting

Mr. Carl Cimino
Director of Training
Pipe Trades Training Center

Ms. Ladan S. Dalla Betta
Director Business Planning
NSIT Technologies

Ms. Janeen Dittrick
Employment Program Manager
Employment Development Department (EDD)

Mr. Christopher Galy
Director of Talent Delivery
Intuit

Dr. Hilary Goodkind
Consultant
Cenetri Group

Ms. Amber Grewal
Head of Talent Acquisition
GE—Global Software Center of Excellence

Ms. Brenda Guidry-Brown (pending)
Director, Second Careers Employment Program
Peninsula Family Service

Ms. Elaine Hamilton
Vice President and COO
MM Hamilton Financial Group

Ms. Donna Hezel
Rehabilitation Supervisor
CA Department of Rehabilitation

Dr. James Hill
CEO
Proofpoint Systems, Inc.

Ms. Louise Hofmeister
Director of Housing Programs
Housing Authority of the County of Santa Clara

Mr. Bruce Knopf
Director of Asset and Economic Development
County of Santa Clara

Mr. Stephen Levy
Director
Center for Continuing Study of the CA Economy

Mr. Michael Marlaire
Director of NASA Research Park
NASA Ames Research Center

Ms. Sue Murphy
Chief Operating Officer of Santa Clara Medical Center
Kaiser Permanente

Ms. Meerah Rajavel
Senior Director
McAfee Inc.

Ms. Laura Stefanski
Associate Superintendent, Human Relations
Mtn. View-Los Altos High School District

Ms. Sara Steffens
Staff Representative
Communications Workers of America, District 9

Mr. Neil Struthers
CEO
Building & Construction Trades Council

Ms. Judy Sugiyama
Director Global Staffing
Applied Materials

Mr. Andy Switky
Associate Partner
IDEO

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

Ms. Alison Webber (pending)
Building Skills Partnership

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