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### **Request for Approval**

## America's Job Center of California<sup>SM</sup> Adult and Dislocated Worker Career Services Provider

Local Workforce Development Board

NOVA Workforce Board

Local Workforce Development Area

NOVA Workforce Development Area

The EDD is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.

The *Workforce Innovation and Opportunity Act* (WIOA) allows Local Workforce Development Boards (Local Board) to be an Adult and Dislocated Worker Career Services Provider with the agreement of the Chief Elected Official (CEO) and the Governor.

This application will serve as the Local Board's or administrative entity's request for Governor Approval to be an Adult and Dislocated Worker Career Services Provider within a Local Workforce Development Area (Local Area) under WIOA. The application must be submitted to the California Workforce Development Board (CWDB) by March 1, 2021, through one of the following methods:

Email:CWDBPolicyUnit@cwdb.ca.govSubject line:Career Services Provider Application

If the CWDB determines the request is incomplete, it will either be returned or held until the necessary documentation is submitted. Please contact your Regional Advisor for technical assistance or questions related to completing and submitting this request.

NOVA Workforce Board				
Name of Local Board				
505 West Olive Avenue, Suite 550				
Mailing Address				
Sunnyvale, CA	94086			
City, State	Zip			
Kris Stadelman				
Contact Person				
(408) 730-7233				
Contact Person's Phone Number				
March 1, 2021				
Date of Submission				

### Request for Approval Adult and Dislocated Worker Career Services Provider

### Local Chief Elected Official Statement

A Local Board or administrative entity that seeks approval to be an Adult and Dislocated Worker Career Services Provider within an America's Job Center of California<sup>SM</sup> must provide a statement from the local CEO indicating his/her request as well as responses to the following questions.

Please provide responses to the following items on a separate document: **Please refer to Attachment A.** 

- 1. What factors guided the Local Board's or administrative entity's decision to submit this application to be an Adult and Dislocated Worker Career Services Provider within the Local Area?
- 2. How would participants be better served by the Local Board or administrative entity acting in this role rather than through the awarding of contracts?
- 3. Describe the Basic and Individualized Career Services the Local Board or administrative entity will provide as well as their past experience providing these services.
- 4. Provide the Local Area's performance outcomes for each of the last two Program Years (PY 18-19 and 19-20) and evidence that the Local Board or administrative entity is qualified to provide Adult and Dislocated Worker Career Services, including testimonials that speak to the effectiveness and efficiency with which the Local Board or administrative entity has provided or can provide those services.
- 5. Attach documentation (signed and dated letter) that the members of the Local Board and other relevant parties (e.g., Board of Supervisors) reviewed the information provided in the application and approved the request in a public meeting.
- 6. Attach documentation of internal controls, conflict of interest, and firewall policies.

### Signature Page

By signing below, the local CEO and Local Board chair request approval from the Governor to be an Adult and Dislocated Worker Career Services Provider. Each party certifies that this application submission was reviewed and demonstrates that the Local Board or administrative entity will meet all the requirements as an Adult and Dislocated Worker Career Services Provider under WIOA law and regulations.

Local Workforce Development Board Chair	Local Workforce Development Board Chair		
Signature	Signature		
Lennifon Monill			
Jennifer Morrill	Andy Switky		
Name	Name		
NOVA Workforce Board Co-Chairperson	NOVA Workforce Board Co-Chairperson		
Title	Title		
Date	Date		
Local Chief Elected Official			
Signature			
Honorable Larry Klein			
Name			
Name			
Mayor, City of Sunnyvale			
Title			

Date

### Attachment A

# 1. What factors guided the Local Board's or administrative entity's decision to submit this application to be an Adult and Dislocated Worker Career Services Provider within the Local Area?

NOVA, an administrative entity, is seeking approval to directly provide adult and dislocated worker career services at the NOVA Job Center in Sunnyvale. (Workforce Innovation and Opportunity Act-funded services in San Mateo County, part of the NOVA workforce development area, are contracted out through a competitive procurement process.) There are several factors that guided NOVA's decision to apply to be an Adult and Dislocated Worker Career Services Provider within the NOVA workforce development area:

- 1) **Demonstrated Experience**: NOVA has over thirty-five years of demonstrated experience and expertise directly providing award-winning adult and dislocated worker career services at the NOVA Job Center in Sunnyvale to Silicon Valley's residents and employers. NOVA offers effective workforce development services that provide the most beneficial mix to all eligible residents and employers of the local workforce area and serves as a catalyst for active participation of all sectors in the community in the provision of such services. In 2015, NOVA's long-standing reputation for excellence resulted in San Mateo County asking to join the NOVA now eight-jurisdiction consortium.
- 2) Effectiveness and Accountability: NOVA has consistently met and exceeded its performance measures in delivering quality career services to adults and dislocated workers in the NOVA workforce development area. It has routinely received high scores in all of its customer satisfaction surveys in the services it provides to customers and the unique approach and customer service it deploys to deliver these services. By continuing to directly operate adult and dislocated worker career services, NOVA will be able to stay connected with the service-delivery system and abreast of the customers' changing needs that will better inform its decision-making and further build on its expertise, effectiveness and contributions to the local workforce development community. NOVA complies with all local, state and federal policies and regulations and is accountable to its customers, partners, NOVA Workforce Board, City of Sunnyvale, and its funders.
- 3) Efficiencies: NOVA utilizes the integrated service delivery model that enables NOVA to serve more customers. This differs from other workforce areas and providers that apply the case management model and serve fewer customers. The result is NOVA's cost per customer is significantly lower than other workforce areas. For example, based on the number of participants served and WIOA formula funding allocations for adults and dislocated workers for Program Year 2018-19, NOVA's cost per enrolled adult and dislocated worker was \$707 and \$952, respectively, compared to two neighboring workforce areas that were \$1,960 and \$3,153 per adult and dislocated worker,

respectively, and \$1,454 and \$5,268 per adult and dislocated worker, respectively. The cost per enrolled adult and dislocated worker for the State of California was \$1,513 and \$2,763, respectively. Funding is also prudently expended according to regulatory requirements; NOVA has never had any disallowed costs in its over thirty-five year history. It is doubtful that any organization could come close to providing this level of quality services and achieve the same efficiencies that NOVA has achieved.

- Administrative and Fiscal Oversight: The Sunnyvale City Council serves as the Chief Elected Official for the NOVA consortium, with the City of Sunnyvale serving as the administrative and fiscal agent for NOVA. The City's fiscal structure is highly regarded throughout the state and nation and has won awards for its innovative and forwardlooking approach to municipal finances. The Government Finance Officers Association of the United States and Canada administers the Certificate of Achievement for Excellence in Financial Reporting, which awards local governments who go beyond the minimum requirements of generally accepted accounting principles. The City of Sunnyvale has been a long-time participant in the certificate program and has received the award for thirty-four consecutive years. The City has also received the Distinguished Budget Presentation Award for thirty-one consecutive years. The NOVA Workforce Board, designated by the California Workforce Development Board as a high performing board, serves as the governing board for NOVA. In partnership with the City of Sunnyvale, the Board performs effective monitoring and evaluation of NOVA's services as defined under WIOA and through a written agreement between the City of Sunnyvale and NOVA Workforce Board. This administrative structure ensures internal controls and standards, enforcement of conflict of interest codes and policies, and necessary firewalls to uphold the highest integrity in the administration of NOVA's services. NOVA is one of very few organizations that have in place this high degree of exemplary oversight, with extensive internal checks and balances.
- 5) **City of Sunnyvale (Chief Elected Official) Policy:** The NOVA Job Center in Sunnyvale is staffed by City of Sunnyvale employees. The Sunnyvale City Council Policy Manual 7.3.6 establishes guidelines for considering alternative methods of service delivery according to superior service value and defines superior service value as better service at lower cost; better service at equal cost; or equal service at lower cost. In order to factor in the intangible benefit of providing services by City staff (the vested interest of employees working directly for the City, the speedier response to City concerns, direct control of employees, etc.), as well as an added cost of delivering services by contract (contract administration), the cost or service differential for an outsider bidder should exceed 10% in order to meet the test of superior value. Given NOVA's superior services provided at a significantly lower cost than comparable entities, the prudent decision is for NOVA to continue to directly provide adult and dislocated worker career services at the NOVA Job Center in Sunnyvale.

## 2. How would participants be better served by the Local Board or administrative entity acting in this role rather than through the awarding of contracts?

In this region, it would be difficult to find another administrative entity like NOVA with the track record of delivering quality services, achieving performance measures, winning competitive funding, possessing deep knowledge of the local labor market, enjoying a history of extensive collaboration with local partners and stakeholders, and exhibiting prudent efficiencies that NOVA has demonstrated over many years. In addition, in the high cost environment of Silicon Valley, with low unemployment and poverty resulting in low WIOA formula funding allocations, the pool of potential contract providers interested in bidding would be relatively small. Moreover, multi-purpose community-based organizations often have difficulty meeting the complex requirements for documenting eligibility, services and spending, stipulated under the federal Workforce Innovation and Opportunity Act (WIOA). Finally, out-of-area organizations have a steep learning curve when it comes to the local economy, local need and the high cost of space and staff. The lack of familiarity with the unique Silicon Valley economy, which requires adapting to rapid and continuous churn, would constitute a high barrier to performance and require a minimum of two years to ramp up to full operational capacity. Given the upheaval and devastation that unemployment can bring, customers don't have time to wait two years to get the help that they need to reenter the job market. During the last round of procurement in San Mateo County, there were only three bids, two from out of the area. Despite these challenges, the services in San Mateo County will continue to be procured to support continuity and provider mix in the system.

## 3. Describe the Basic and Individualized Career Services the Local Board or administrative entity will provide as well as their past experience providing these services.

NOVA has provided adult and dislocated worker career services for over three decades. During the 2018-19 fiscal year prior to the pandemic, the NOVA Job Center in Sunnyvale received on average over 140 customer visits a day and provided a total of 43,611 services over the course of the year. NOVA offers the full portfolio of career services required under WIOA that includes, but is not limited to: eligibility determination; outreach, intake and orientation to the services available; comprehensive and customized assessment of skill levels including literacy, numeracy, English language proficiency, aptitudes, abilities and support service needs; a wide range of targeted and effective job search workshops; individual career advising and planning; individual employment plan development; labor market intelligence about in-demand occupations and industries, as well as non-traditional employment; short-term prevocational services; internships and work experiences linked to careers; performance and program cost information for eligible providers of training services; financial aid information; follow-up services; information about, warm handoff to and coordination with other programs and services including Unemployment Insurance claims; and business services for employers targeting recruitment, layoff assistance and aversion, labor market trends, resources about employee management and regulations, job fairs and sector partnerships.

In addition, NOVA offers innovative approaches to career services that aligns with the technology-driven economy and community that NOVA serves, including online career navigational tools, online MyPlan job search plan recognized by the Brookings Institution as a promising practice in the COVID-19 recovery efforts, online job board for employers to post employment opportunities in real-time and for job seekers to match their skills with available job requirements, training in profile development and job search tools on LinkedIn, adaptive computer equipment for persons with disabilities, and career networking through its nationally recognized ProMatch program for job seekers from the professional fields. NOVA has also spearheaded sector-driven initiatives in collaboration with business, education, and organized labor to target emerging demand-driven opportunities for job seekers in technology, advanced transportation, construction, and green careers. In addition, it has launched special projects and partnerships assisting the long-term unemployed, disadvantaged workers and persons with disabilities. NOVA is a founding member of Opening Doors Bay Area, a coalition of nine companies and five workforce agencies in the San Francisco Bay Area, dedicated to expanding employment opportunities for individuals with disabilities. Opening Doors was recognized by the U.S. Conference of Mayors and the U.S. Department of Labor in a publication that spotlighted best practices in serving people with disabilities. In addition, NOVA has partnered with the Stanford Neurodiversity Project Consortium on Autism Employment, the statewide Neurodiversity Career Pathway Council, among others to connect talented persons on the autism spectrum with employment opportunities that match their skills.

During the pandemic, this innovative spirit was invaluable as NOVA seized upon this unprecedented time and reinvented its entire career services to a virtual platform, in order to ensure that customers received the services that they needed in a safe environment for both customers and staff. New technology was utilized to deliver career advising appointments, workshops and webinars to a remote audience. NOVA's curriculum, previously offered in person, required revamping that resulted in more condensed, streamlined sessions. The menu of offerings was also enhanced to include topics tailored to the current economic climate, such as Positivity, Working in a Virtual World, Communications Essentials, remote job interviewing, and Zoom videoconferencing tutorials. In addition, ProMatch pivoted to an online format. Given the positive feedback from customers and the greater efficiencies that a virtual platform has provided, NOVA expects to continue to offer this model, as well as in-person programming using a hybrid approach when the pandemic concludes.

4. Provide the Local Area's performance outcomes for each of the last two Program Years (PY 18-19 and 19-20) and evidence that the Local Board or administrative entity is qualified to provide Adult and Dislocated Worker Career Services, including testimonials that speak to the effectiveness and efficiency with which the Local Board or administrative entity has provided or can provide those services.

NOVA has exhibited exemplary success in its performance outcomes for PY 18-19 and PY 19-20, as indicated in the following performance outcomes chart:

Measure	PY 2018-19 Actuals	PY 2018-19 Goals	PY 2019-20 Actuals	PY 2019-20 Goals
Adult				
Employment Rate 2 <sup>nd</sup> Quarter After Exit	59.3%	58.0%	57.6%	59.0%
Employment Rate 4 <sup>th</sup> Quarter After Exit	60.4%	59.0%	60.5%	59.5%
Median Earnings 2 <sup>nd</sup> Quarter After Exit	\$9,841	\$7,200	\$9,451	\$7,400
Credential Attainment 4 <sup>th</sup> Quarter After Exit	65.8%	62.0%	66.7%	65.0%
Measurable Skill Gains	15.7%	Baseline	34.8%	Baseline
Dislocated Worker				
Employment Rate 2 <sup>nd</sup> Quarter After Exit	66.3%	64.0%	66.0%	66.0%
Employment Rate 4 <sup>th</sup> Quarter After Exit	71.9%	61.0%	68.5%	63.0%
Median Earnings 2 <sup>nd</sup> Quarter After Exit	\$19,333	\$13,500	\$20,833	\$15,750
Credential Attainment 4 <sup>th</sup> Quarter After Exit	67.9%	62.0%	66.3%	65.0%
Measurable Skill Gains	47.9%	Baseline	34.5%	Baseline
Youth				
Employment Rate 2 <sup>nd</sup> Quarter After Exit	80.2%	65.4%	80.4%	66.9%
Employment Rate 4 <sup>th</sup> Quarter After Exit	78.9%	66.0%	81.0%	67.5%
Median Earnings 2 <sup>nd</sup> Quarter After Exit	\$4,700	Baseline	\$5,698	Baseline
Credential Attainment 4 <sup>th</sup> Quarter After Exit	86.8%	60.0%	84.9%	62.0%
Measurable Skill Gains	38.5%	Baseline	50.7%	Baseline

NOVA is qualified to provide innovative, effective and efficient career services to adults and dislocated workers in this community as evidenced by its exceptional track record in providing these services for over thirty-five years. Customers have consistently rated NOVA as an outstanding program. This past year, through the NOVA Job Center customer satisfaction survey that is distributed twice a year to all customers: 97% of respondents were satisfied with the quality of services accessed through the Job Center; 97% were satisfied with the quality of customer service; 91% were satisfied with the availability/accessibility of career advisors; and 99% would recommend the NOVA Job Center to family and friends. Attachment A-1 provides customer testimonials and further evidence of NOVA's effectiveness and efficiency in providing career services, assisting job seekers find employment and employers obtain the right talent to succeed.

# 5. Attach documentation (signed and dated letter) that the members of the Local Board and other relevant parties (e.g., Board of Supervisors) reviewed the information provided in the application and approved the request in a public meeting.

Please refer to Attachment A-2.

#### 6. Attach documentation of internal controls, conflict of interest, and firewall policies.

The Sunnyvale City Council serves at the Chief Elected Official (CEO) for the NOVA eightjurisdiction consortium, with the City of Sunnyvale serving as the administrative and fiscal agent for NOVA. The NOVA Workforce Board serves as the governing board for NOVA, with the roles and responsibilities stipulated under WIOA. NOVA is jointly governed by the NOVA Workforce Board and the Sunnyvale City Council (CEO), with established internal controls, firewalls and agreements that further delineate roles and responsibilities. Even within the NOVA organization, staff roles, responsibilities and reporting hierarchy are clearly defined according to oversight, operations (fiscal, audit, monitoring), and service-delivery (job seeker and employer services) to ensure objectivity and accountability.

In order to ratify these internal controls, conflict of interest compliance and firewalls, written agreements have been established between the Sunnyvale City Council, acting as the Chief Elected Official (CEO), and the NOVA Workforce Board (WB/CEO Agreement) and between the eight jurisdictions that comprise the NOVA Job Training Consortium through a Joint Powers Agreement (JPA). These agreements together with the City of Sunnyvale Conflict of Interest Code and financial disclosure requirements, NOVA Workforce Board Conflict of Interest Code and financial disclosure requirements, NOVA Board Bylaws, and Standard of Conduct constitute the essential checks and balances and firewalls.

The JPA is an agreement between the eight jurisdictions that comprise the NOVA consortium and include the cities of Cupertino, Los Altos, Milpitas, Mountain View, Palo Alto, Santa Clara and Sunnyvale and the County of San Mateo. The JPA designates the City of Sunnyvale with the authority to administer NOVA Workforce Services (serving in the capacity of CEO), on behalf of the eight jurisdictions, with responsibilities that include: subgrant recipient; develop procedures for governance, planning, operation, assessment and fiscal management of the one-stop service-delivery system; and evaluate program performance based on measurable outcomes and customer satisfaction and determine resulting needs and reallocation of resources. NOVA is a department of the City of Sunnyvale, under the direction of the City Manager. The City of Sunnyvale has an established Conflict of Interest Code and requires annual financial disclosure statements (Form 700) from key staff to be filed with the County.

The WB/CEO Agreement delineates the roles and responsibilities between the Sunnyvale City Council as the CEO and the NOVA Workforce Board as stipulated by WIOA. It is the joint authority and responsibilities of the City and the NOVA Board to ensure effective programs and to stimulate active, effective participation of all sectors of the community. The City's responsibilities pertinent to internal controls/firewalls include: serving as grant recipient and administrative entity, Chief Elected Official, appointing NOVA Board members, providing the appropriate level of staff support to the Board, and carrying out all administrative functions necessary to ensure sound management of programs and program funds. The NOVA Board's responsibilities pertinent to internal controls/firewalls include: selecting a one-stop operator(s) with the agreement of the Sunnyvale City Council, annually reviewing the operations and, when warranted, terminating for cause the eligibility of such operator(s); evaluating proposals submitted to the NOVA WB for funding and selecting service providers, with the agreement of the City, consistent with its adopted criteria; and annually evaluating effectiveness of programs funded by the Workforce Development Area, based on negotiated performance measures, and the performance of the Workforce Development Area itself.

The NOVA Workforce Board Bylaws operationalizes the duties of the board including the development of standards, measurement of effectiveness, oversight of revenues, expenditures and success, and conduct at meetings. In addition, the Board has an established Standard of Conduct and Conflict of Interest Code that prohibits any member from voting on any issue that could be perceived as creating any conflict of interest and also requires annual financial disclosure statements (Form 700) to be filed with the County.

To review the entire documents, please visit the following links:

NOVA Consortium Joint Powers Agreement: <u>https://novaworks.org/documents/2023q1/SignedJPAAIIJurisdictions2.pdf</u> City of Sunnyvale Conflict of Interest Code: <u>https://sunnyvale.ca.gov/civicax/filebank/blobdload.aspx?BlobID=23182</u> NOVA Board/City of Sunnyvale WB/CEO Agreement: <u>https://novaworks.org/documents/2023q1/WB-CLEOAgreement.pdf</u> NOVA Board Bylaws: <u>https://novaworks.org/documents/2023q1/BoardBylaws.pdf</u> NOVA Board Conflict of Interest Code: <u>https://novaworks.org/documents/2023q1/NOVACOI.pdf</u> NOVA Board Standard of Conduct: <u>https://novaworks.org/documents/2023q1/WBstandardofconduct.pdf</u>

### Attachment A-1

#### **Customer Testimonials**

#### Job Seekers:

*"Extremely helpful individuals. I felt 100% supported, and have found a job courtesy of the help I received."* 

"Everyone was very professional and willing to help, support and encourage."

"Without this service, things would be dismal. It is vital to have an experienced and interested sounding board and someone who has great suggestions and to support."

"The staff at Nova is top notch. They are always very friendly and helpful to me."

"Especially considering all the COVID backdrop, they have been very responsive!"

"I was always greeted and assisted in a very quick manner and the staff was always very kind and helpful."

*"I never had a problem getting an appointment when I needed one."* 

"The entire staff at NOVA are amazing. They understand the situation of the job seekers and the tough times we are going through when we lose our jobs/not happy with our current job."

"They picked my resume apart mercilessly and improved it vastly."

"[Because of NOVA] I thought of everything in a more focused way. Started getting recruiters calling me only AFTER I modified my job search based on NOVA and ProMatch."

"Terrific service many people don't know about."

"Very happy and satisfied with NOVA services."

"The NOVA workshops I went to very informative and I walked away with something new to think about each time."

"Great resources and friendly staff, when job seeking one needs support given by NOVA."

"Best place to be in contact with like-minded people who are also struggling with finding a job. The environment is very motivating, but also the way the job search process is structured and all the associated workshops and services is everything that a job hunter needs." "Nova is a TREASURE! I accidentally learned of Nova when a friend told me to check out ProMatch."

"They helped me deal with anxiety during my job search (especially before interviews) by letting me talk about my concerns and answer my questions."

"[NOVA] helps me understand the many resources available to me as a job seeker."

*"Awesome service, just what those out of work need. Love it and have recommended to friends and family."* 

"Best place to go if you're seriously thinking your "new beginning"."

"I wish I knew all that you teach when I was just starting my career!"

"It is training, socializing, and getting stronger momentum for job seeking."

"NOVA is doing great service for the community. I will highly recommend them to anyone."

### Employers:

"NOVA is a valuable local resource. Any time I think of hiring an employee, NOVA is the first place I think of."

"NOVA has been a fantastic partner in helping us fill very hard to find talent positions...I can't say enough about the pool of applicants and the service provided by NOVA, it was super. I would recommend them to handle any staffing needs anytime. I am sure many organizations like ours can use great employees all the time."

"Over the years we have worked with NOVA and they have been a fantastic resource to go to for talent for administrative staff in the heart of Silicon Valley...Not only did NOVA help us with the search for free, but their candidates were qualified and ready to work...I would recommend to other employers to use NOVA when you are in need of new talent."

"Great turnout – better than other paid technical job fairs I've been to in the past." [re: job fair]

"We used their layoff assistance several years ago when an adjacent plant was closed. It is great to have them as a partner because it greatly alleviated employee concerns and gave them immediate hope for fulfilling future employment opportunities."

"Our experience working with NOVA has been phenomenal! In the past we've found it difficult to hire summer interns for specific positions...With NOVA's help, we were able to interview several candidates who could do the work...Given our growth plans in the near future, we will use NOVA again as a first option... If you have not worked with NOVA, you're missing out!" "NOVA stepped in to assist our company with our large layoff in multiple locations... The NOVA presentation gave our teammates the support that they needed in the midst of all the uncertainty they have been experiencing... This resource is an amazing asset free to businesses and their employees."

"Everyone was prepped about our company and specific postings/jobs." [re: job fair]

"NOVA's staff's deep awareness and understanding of local needs from their prospective candidates and from their partners allows them to provide focused guidance to job seekers. This valuable, local perspective is unique and necessary to deliver excellence to candidates through their services."

"I've been really impressed with the members of NOVA and how equipped they are. I can tell the difference. It's very impressive for somebody on the other end who's looking for candidates."

#### Attachment A-2

Dear California Workforce Development Board:

NOVA has been approved to submit the enclosed application to be America's Job Center of California Adult and Dislocated Worker Career Services Provider, as described in the attached application, by the NOVA Workforce Board at its January 27, 2021 Board meeting and by the Sunnyvale City Council, as the Local Chief Elected Official for the NOVA consortium, at its February 23, 2021 City Council meeting.

Local Workforce Development Board Chair		
person		