

**State of California**

**Local Area Subsequent Designation and  
Local Board Recertification Application  
Program Year 2021-23**

**Local Workforce Development Area**

**\_\_\_\_NOVA Workforce Development Area\_\_\_\_**

### **Application for Local Area Subsequent Designation and Local Board Recertification**

This application will serve as your request for Local Workforce Development Area (Local Area) subsequent designation and Local Workforce Development Board (Local Board) recertification for Program Year (PY) 2021-23 under the *Workforce Innovation and Opportunity Act* (WIOA).

If the California Workforce Development Board (CWDB) determines the application 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 application.

NOVA Workforce Development Area

Name of Local Area

505 West Olive Avenue, Suite 550

Mailing Address

Sunnyvale, CA 94086

City, State, ZIP

March 31, 2021

Date of Submission

Kris Stadelman, NOVA Director

Contact Person

(408) 730-7233

Contact Person's Phone Number

## **Local Board Membership**

The WIOA Section 107(b)(2)(A) through (E) states the requirements for nominating and selecting members in each membership category. The WIOA Section 107(b)(2)(A) requires that business members constitute a majority of the Local Board. The chairperson shall be a business representative, per WIOA Section 107(b)(3).

The local Chief Elected Official (CEO) is required to provide the names of the individuals appointed for each category listed on the following pages or, attach a roster of the current Local Board which identifies each member's respective membership category.

*Business* – A majority of the members must be representatives of business in the Local Area who (i) are owners of businesses, chief executives or operating officers of businesses, or other business executives or employers with optimum policy-making or hiring authority; (ii) represent businesses, including small businesses, or organizations; and (iii) are appointed from among individuals nominated by local business organizations and business trade association (WIOA Section 107[b][2][A]).

Please identify the Local Board chairperson by typing CHAIR after their name.

Name	Title	Entity	Appointment Date	Term End Date
Thomas Baity	Market Manager	ManpowerGroup	2017	2021
Sinead Borgersen	Senior Dir., HR & Operations	Cupertino Electric, Inc.	2018	2022
Julian Chu	Dir., Global Customer Services	Google	2018	2022
Ladan Dalla Betta	Management System Manager	Amazon	2017	2021
Van Dang	Investor, Entrepreneur & Legal Advisor	Private Consultant	2017	2021
Christopher Galy	Senior V.P. & Chief People Officer	Couchbase	2017	2021
Elaine Hamilton	V.P. & COO	MM Hamilton Financial Group	2017	2021
Stephen Levy	Director	Center for Continuing Study of CA Economy	2017	2021
Anita Manwani	Founder and Principal	Carobar Business Solutions	2018	2022
Jennifer Morrill (Co-CHAIR)	Of Counsel	Orrick	2018	2022
Stacey Porter	V.P. of People Operations	Outset Medical	2018	2022
Cindy Springsteel	V.P. of Regional Employee Experience	Adobe, Inc.	2019	2023
Judy Sugiyama	Senior Dir., Talent Acquisition & Diversity/Inclusion	Applied Materials	2017	2021
Andy Switky (Co-CHAIR)	Founder/Healthcare Strategy & Design Consultant	Code Name Collective	2017	2021

*Labor* – Not less than 20 percent of the members must be representatives of workforce within the Local Area who must include: (i) representatives of labor organizations who have been nominated by state labor federations; (ii) a member of a labor organization or a training director from a joint labor-management apprenticeship program, or if no such joint program exists in the area, such a representative of an apprenticeship program in the area; and may include: (iii) representatives of community based organizations with demonstrated experience and expertise in addressing the employment needs of individuals with barriers to employment,

veterans, or individuals with disabilities; and (iv) representatives of organizations with demonstrated experience and expertise in addressing the employment, training, or education needs of eligible youth and/or out-of-school youth (WIOA Section 107[b][2][B]).

*California Unemployment Insurance Code* (CUIC) Section 14202(b)(1) further requires and specifies that at least 15 percent of Local Board members shall be representatives of labor organizations unless the local labor federation fails to nominate enough members. For a local area in which no employees are represented by such organizations, other representatives of employees shall be appointed to the board, but any local board that appoints representatives of employees that are not nominated by local labor federations shall demonstrate that no employees are represented by such organizations in the Local Area.

Name	Title	Entity	Appointment Date	Term End Date
Monica Alvarado	Secretary-Treasurer	*Labor Organization/Communications Workers of America	2019	2023
Russell Brunson	Director of Administrative Services	Move to Work and P.R.I.D.E. (SCC Housing Authority)	2021 (pending appt. by April 2021)	2025
Carl Cimino	Director of Training	*Labor/Registered Apprenticeship/Pipe Trades Training Center	2017	2021
Jean Cohen	Executive Officer	*Labor Organization/South Bay Labor Council/AFL-CIO	2021 (pending appt. by April 2021)	2025
Poncho Guevara	Executive Director	Sacred Heart Community Service	2017	2021
Brenda Guidry-Brown	Dir., 2 <sup>nd</sup> Careers Employment Program	Peninsula Family Service	2017	2021
James Ruigomez	Business Manager	*Labor Organization/San Mateo County Building & Construction Trades Council	2020	2024

\*Nominated by local labor federation; no other nominations received

*Education* – Each Local Board shall include representatives of entities administering education and training activities in the Local Area who must include (i) a representative of eligible providers administering WIOA Title II adult education and literacy activities; (ii) a representative of institutions of higher education providing workforce investment activities; and may include (iii) representatives of local educational agencies, and community-based organizations with

demonstrated experience and expertise in addressing the education or training needs of individuals with barriers to employment (WIOA Section 107[b][2][C]).

Name	Title	Entity	Appointment Date	Term End Date
Hilary Goodkind	Dean	San Mateo County Community College District	2017	2021
Judy Miner	Chancellor	Foothill-De Anza Community College District	2020	2024
Lori Parris	Assistant Director	San Mateo Adult School	2021 (pending appt. by April 2021)	2025

*Economic and Community Development* – Each Local Board shall include representatives of governmental, economic, and community development entities serving the Local Area who must include (i) a representative of economic and community development entities; (ii) a representative from the state employment service office under the Wagner-Peyser Act; (iii) a representative of the Vocational Rehabilitation program; and may include (iv) representatives of agencies or entities administering programs serving the Local Area relating to transportation, housing, and public assistance; (v) representatives of philanthropic organizations serving the Local Area; and (E) individuals or representatives of entities as the local CEO in the Local Area may determine to be appropriate (WIOA Section 107[b][2][D] and [E]).

Name	Title	Entity	Appointment Date	Term End Date
Rosanne Foust	President & CEO	San Mateo County Economic Development Association	2020	2024
Linda Labit	Staff Services Mgr.	CA Department of Rehabilitation	2017	2021
Maria Lucero	Employment Program Mgr.	CA Employment Development Department	2017	2021

### Performed Successfully

The Local Area hereby certifies that it has performed successfully, defined as having met 80 percent of their negotiated performance goals in PY 2018-19 or PY 2019-20 for the following indicators:

- Employment Rate 2<sup>nd</sup> Quarter After Exit

- Median Earnings

PY 2018-19 Performance Goals				
	Adults	Dislocated Workers	Youth	
Employment Rate 2nd Quarter After Exit	58.0%	64.0%	65.4%	Employment or Education Rate 2nd Quarter After Exit
Median Earnings 2nd Quarter After Exit	\$7,200	\$13,500	BASELINE	Median Earnings

PY 2019-20 Performance Goals				
	Adults	Dislocated Workers	Youth	
Employment Rate 2nd Quarter After Exit	59.0%	66.0%	66.9%	Employment or Education Rate 2nd Quarter After Exit
Median Earnings 2nd Quarter After Exit	\$7,400	\$15,750	BASELINE	Median Earnings

### Sustained Fiscal Integrity

The Local Area hereby certifies that it has not been found in violation of one or more of the following during PY 2018-19 or PY 2019-20:

- *Final determination of significant finding(s)* from audits, evaluations, or other reviews conducted by state or local governmental agencies or the Department of Labor identifying issues of fiscal integrity or misexpended funds due to the willful disregard or failure to comply with any WIOA requirement.
- *Gross negligence* – defined as a conscious and voluntary disregard of the need to use reasonable care, which is likely to cause foreseeable grave injury or harm to persons, property, or both.

- *Failure to observe accepted standards of administration* – Local Areas must have adhered to the applicable uniform administrative requirements set forth in Title 2 *Code of Federal Regulations* (CFR) Part 200.

Certify No Violation    X

### **Engaged in Regional Planning**

*Engaged in regional planning* is defined as participating in and contributing to regional planning, regional plan implementation, and regional performance negotiations. The Local Area hereby certifies that it has participated in and contributed to regional planning and negotiating regional performance measures in the following ways:

The NOVA Workforce Development Area has actively engaged in regional planning and regional plan implementation. Activities include:

- NOVA has served in a leadership role, on behalf of the three workforce boards in the Bay-Peninsula RPU (BPRPU) region, for the past four years.
- Contributed to the development of the regional plan that is expected to be approved by the NOVA Workforce Board on March 24, 2021 and will be agendized for approval by the Sunnyvale City Council (CEO) in April.
- Participated in negotiating WIOA performance measures as a region representing three workforce boards.
- Took part in the bi-weekly conference calls and quarterly face-to-face meetings with the workforce board directors in the region that have served as a forum to discuss regional plan implementation strategies and create a more cohesive regional service-delivery system.
- Worked closely with the BPRPU to promote coordination across business services and to create regional career pathways. Under RPI 1.0, the BPRPU brought together a Regional Business Engagement Team to ensure that messaging to employers throughout the region is consistent and to create systems information sharing and referral across the four (now three) Workforce Development Boards in the region. The Regional Business Engagement Team also worked closely with a marketing firm to develop a common website and collateral to be used at regional employer events.
- Under Slingshot/RPI 2.0 and now RPI 3.0, the BPRPU has been focused on the development of tech apprenticeships throughout the Bay Area through an initiative



called Apprenticeship Bay Area (ABA). To date, ABA has been working with a consultant with expertise in apprenticeship and conducted a landscape analysis with education partners and major employers in the region. ABA has been engaging multiple tech giants on how to register their apprenticeship programs and help align them with a) other companies' standards and b) community-educated individuals seeking opportunities in tech; and has also helped companies fill their apprenticeship slots. In early 2020, ABA hosted a regional National Apprenticeship Week event at LinkedIn in Sunnyvale, bringing attendees from all corners of the Bay Area, including teams of employers and workforce and education agencies from beyond the Bay such as Santa Cruz and Sacramento. This event was the first uniform, regionally focused tech apprenticeship event to date. The NOVA Workforce Area has been actively engaged in the planning and delivery of these initiatives, which have helped to align industry engagement and support the development of regional career pathways.

### **Local Area Assurances**

Through PY 2021-23, the Local Area assures that:

- A. It will comply with the applicable uniform administrative requirements, cost principles, and audit requirements (WIOA Section 184[a][2] and [3]).

Highlights of this assurance include:

- The Local Area's procurement procedures will avoid acquisition of unnecessary or duplicative items, software, and subscriptions (in alignment with Title 2 CFR Section 200.318).
- The Local Area will maintain and provide accounting and program records, including supporting source documentation, to auditors at all levels, as permitted by law (Title 2 CFR Section 200.508).

Note that failure to comply with the audit requirements specified in Title 2 CFR Part 200 Subpart F will subject the Local Area to potential cash hold (Title 2 CFR Section 200.338).

- B. All financial reporting will be done in compliance with federal and state regulations and guidance.

Highlights of this assurance include:

- Reporting will be done in compliance with Workforce Services Directive WSD19-05, *Monthly and Quarterly Financial Reporting Requirements*, (December 4, 2019).

- All close out reports will comply with the policies and procedures listed in WSD16-05, *WIOA Closeout Requirements* (July 29, 2016).

Note that failure to comply with financial reporting requirements will subject the Local Area to potential cash hold. (Title 2 CFR Section 200.338)

- C. Funds will be spent in accordance with federal and state laws, regulations, and guidance.

Highlights of this assurance include:

- The Local Area will meet the requirements of the *California Unemployment Insurance Code Section 14211*, to spend a minimum of 30 percent of combined total of WIOA Title I adult and dislocated worker formula fund allocations on training services.
  - The Local Area will not use funds to assist, promote, or deter union organizing (WIOA Section 181[b][7]).
- D. The Local Board will select the America's Job Center of California<sup>SM</sup> operator(s), with the agreement of the local CEO, through a competitive process such as a Request for Proposal, unless granted a waiver by the state (WIOA Section 121[d][2][A] and 107[g][2]).
- E. The Local Board will collect, enter, and maintain data related to participant enrollment, activities, and performance necessary to meet all CalJOBS<sup>SM</sup> reporting requirements and deadlines.
- F. The Local Board will comply with the nondiscrimination provisions of WIOA Section 188, including the collection of necessary data.
- G. The Local Area will engage in and contribute to regional planning and regional plan implementation (e.g., Local Area has participated in regional planning meetings and regional plan implementation efforts, and the Local Board and local CEO have reviewed and approved the regional plan and modifications).
- H. The Local Area will participate in regional performance negotiations.
- I. The Local Area will comply with CWDB policies and guidelines, legislative mandates and/or other special provisions as may be required under federal law or policy, including the WIOA or state legislation.
- J. Priority shall be given to veterans, recipients of public assistance, other low-income individuals, and individuals who are basic skills deficient for receipt of career and training services funded by WIOA Adult funding (WIOA Section 134[c][3][E] and *Training and Employment Guidance Letter* [TEGL] 10-09, and TEGL 19-16).

**Application Signature Page**

By signing the application, the local CEO and Local Board chair request subsequent designation of the Local Area and recertification of the Local Board. Additionally, they agree to abide by the Local Area assurances included in this application.

Local Workforce Development Board Chair

Local Workforce Development Board Chair

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Signature

Jennifer Morrill

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Name

NOVA Workforce Board Co-Chair

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Title

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Date

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Signature

Andy Switky

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Name

NOVA Workforce Board Co-Chair

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Title

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Date

Local Chief Elected Official

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Signature

Honorable Larry Klein

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Name

Mayor, City of Sunnyvale

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Title

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Date