

REPORT TO COUNCIL

SUBJECT

Appoint Jean Cohen, Brian Murphy, Mrinalini Vittal and Theresa Woo to the NOVA Workforce Board

BACKGROUND

The federal Workforce Innovation and Opportunity Act (WIOA) stipulates the composition, roles and responsibilities of the local workforce board. The local chief elected official appoints the local workforce board. The Sunnyvale City Council serves as the Local Chief Elected Official for the NOVA consortium. The local workforce board (NOVA Board) determines how many seats are on the board. The NOVA Board 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 from adult education and higher education.
- Labor and community-based organizations representing the workforce.
- Economic and community development agencies.
- State agencies representing employment development and vocational rehabilitation programs.

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

- Taking a leadership role in forging a strong and vital partnership between businesses and the workforce development community, resulting in an entrepreneurial, market-driven, accountable, and exceptional workforce development system.
- Contributing specific expertise from key industries and articulating evolving industries' needs, critical to aligning the workforce with the jobs of the 21st Century.
- Developing and approving policy for workforce initiatives in NOVA service-delivery area.
- Helping create and providing oversight of a local strategic plan and participating in the development of a regional plan.
- Evaluating and monitoring program performance according to specified outcomes and measures.
- Promoting the NOVA Board and workforce through collaboration and relationship building with other businesses, local workforce boards, organizations, and groups.

EXISTING POLICY

Council Policy 5.1.1: Socio-Economic - Goals and Policies: Education and Training 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.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(b)(5) in that it is a

governmental, organizational, or administrative activity that will not result in direct or indirect changes in the environment.

DISCUSSION

The NOVA Board Nominating Committee is comprised of Councilmember Gustav Larsson and NOVA Board Co-Chair Andy Switky and Vice-Chair Rosanne Foust, and is charged with recommending NOVA Board candidates to the City Council. The Nominating Committee is recommending the appointments of Jean Cohen, Brian Murphy, Mrinalini Vittal, and Theresa Woo because of the individual strengths and assets they can bring to the NOVA Board. In addition, their appointments will fill WIOA-mandated seats representing Labor (two seats), business, and the State agency for vocational rehabilitation programs.

About the Candidates:

Ms. Jean Cohen
Executive Officer, South Bay Labor Council

Founded more than 50 years ago, the South Bay Labor Council's goal is to advance candidates, causes, and policies that benefit working families. This is achieved through a combination of activities including community organizing, leadership training, campaigning, issues advocacy, and labor market research through its affiliated Working Partnerships USA. The Labor Council employs three employees and represents 100 unions and over 100,000 workers in Santa Clara and San Benito counties. As Executive Officer, Ms. Cohen oversees all operations for the organization, and provides leadership to protect the rights of working people and improve the lives of families and communities. Ms. Cohen brings to the NOVA Workforce Board the perspective of organized labor, knowledge of workforce policies, and a commitment to promoting equity and living wage jobs for all workers. Her expertise will be invaluable as the Board seeks to create a pipeline for underpaid workers into high-wage career paths.

Mr. Brian Murphy
Director of Training, Pipe Trades Training Center

For decades, the Pipe Trades Training Center has operated a labor-sponsored apprenticeship training program, offering quality apprenticeship and journey-level classes/certifications. The program's focus is on construction occupations that include plumbers, steamfitters, and refrigeration/air-conditioning service mechanics. As Director of Training, Mr. Murphy oversees all day-to-day operations of the training center that includes 66 full- and part-time employees, financial management, policy development, and outreach to its diverse community partners. He brings to the NOVA Workforce Board 20 years of experience in the trades, expertise in curriculum development, a commitment to filling workforce gaps in the construction industry with well-paid jobs, and a vast network of labor-sponsored training organizations. Mr. Murphy's knowledge will be invaluable as the Board seeks new apprenticeship models for disenfranchised workers resulting in better career opportunities.

Ms. Mrinalini Vittal
Senior Vice President and Chief People Officer
PROCEPT BioRobotics

PROCEPT BioRobotics is a surgical robotics company that provides solutions to treatment in the field of urology. Founded in 2007, it became a public company in 2021 on a rapid growth path with the goal of becoming the standard of care for benign prostatic hyperplasia. Headquartered in Redwood Shores,

PROCEPT BioRobotics employs 200 employees, locally. As Senior Vice President and Chief People Officer, Ms. Vittal is responsible for leading the human resource functions for the company, globally. She brings to the NOVA Workforce Board over 20 years of human resources experience across multiple industries, knowledge of the high-demand medical device manufacturing field, and an appreciation for the resources required for a successful job search. Ms. Vittal also has a deep understanding of the complexities facing the workforce and employers in today's challenging landscape. Her expertise will be invaluable as the Board seeks to align job seeker skills with employer's shifting talent demands.

Ms. Theresa Woo

Regional Director of San Francisco District and Acting Regional Director of San Jose District
California Department of Rehabilitation

The California Department of Rehabilitation (DOR) administers the largest vocational rehabilitation program in the country. Its mission is to provide services and advocacy for individuals with disabilities leading to employment, independent living, and equality. DOR employs 140 staff in the region. As Regional Director and Acting Regional Director of the San Francisco and San Jose districts, respectively, Ms. Woo oversees the programs and services for the region. This includes outreach and engagement with employment and workforce development partners in the community that include NOVA. She brings to the Board many years of experience with DOR across several Bay Area counties, a resource for talent to fill positions with individuals with disabilities, and important expertise in the disability field that includes its programs, policies, and laws. Ms. Woo's knowledge will be invaluable as the Board seeks to diversify the workforce by increasing access for individuals with disabilities.

These appointments comply with the requirements of the federal Workforce Innovation and Opportunity 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 Public Library, Senior Center, Community Center and in the Department of Public Safety Lobby. In addition, the agenda and report are available at the Sunnyvale Public Library, Office of the City Clerk, and on the City's website.

RECOMMENDATION

Appoint Jean Cohen, Brian Murphy, Mrinalini Vittal and Theresa Woo to the NOVA Workforce Board.

Prepared by: Eileen Stanly, Analyst, NOVA Workforce Services

Reviewed by: Marléna Sessions, Director, NOVA Workforce Services

Reviewed by: Jaqui Guzmán, Deputy City Manager

Approved by: Kent Steffens, City Manager