



**San Mateo County Transition Team  
May 7, 2015 Meeting Summary  
*Draft Abbreviated Version***

**I. Welcome and Review of Agenda**

The Transition Team chair kicked off the meeting with a welcome and review of the agenda. Members were asked if they had any comments or questions about the discussion at the last meeting. In response to a question about the U.S. Department of Labor indicating it may consider changing the brand “America’s Job Centers” in the future, an excerpt from the federal Workforce Innovation and Opportunity Act was provided. Also, as a follow-up to the last meeting, a new member will be joining the Transition Team to provide the San Mateo County perspective during the discussion, given her extensive work in San Mateo County. We will also consider inviting additional guests to attend future meetings.

**II. Follow-up to Guiding Principles Discussion: Development of Metrics**

At the last meeting, the Transition Team developed a list of Guiding Principles. As a follow-up to this discussion, the Transition Team brainstormed on metrics for success to answer the question, How will we know that we have achieved success with the transition? Highlights of the brainstorming session on proposed metrics included:

- Joint Powers Agreement signed by all eight local jurisdictions for NOVA consortium;
- The Governor, following the California Workforce Investment Board, approves the local area designation for the NOVA consortium to include San Mateo County;
- All contracts with San Mateo County service providers completed and include performance measures; contract with County of San Mateo completed;
- Gaps in the current Board composition are identified, with additional representation added from the San Mateo County community;
- A communications metric (to be determined pending completion of Task Force discussion on the draft communications approach);
- Improved service-delivery performance; and
- There is no negative impact to NOVA as a result of this transition.

**III. Discussion on Draft Communications Approach**

A draft Communications Approach document was distributed to the Transition Team, in advance of the meeting, with the goals discussed at the beginning of the discussion: 1) Inform the community about San Mateo County joining the NOVA Consortium; 2) Establish trust and reassure the community that the

residents of San Mateo County and the current NOVA seven-city area will be effectively served; and 3) Educate the community about the services that are available to San Mateo County and the current NOVA seven-city residents, how to find out more about these services and how to access them.

Highlights of the discussion that followed included:

- In response to a question about current marketing strategies used by the combined workforce system: NOVA relies primarily on word-of-mouth; and for the San Mateo County service providers, the adult and youth providers have not actively pursued marketing; however, the new service provider in San Mateo County, Central Labor Council, is starting to market to the community;
- In reviewing the proposed target audiences on the draft Communications Approach, it will be important to include both current and prospective customers including job seekers and employers, San Mateo County Board of Supervisors, organizations represented on the former San Mateo County Workforce Investment Board, San Mateo County contracted service providers, education providers, businesses and business organizations, U.S. Department of Labor regional office, California Workforce Investment Board, EDD, California Workforce Association, workforce boards locally and statewide, other government entities including cities, counties, state and federal governments, elected officials, labor organizations, economic development entities, other community-based organizations and stakeholders, and the general public, among others. It will be important to prioritize the target audiences in terms of level of importance and urgency;
- The messages and channels used will depend on the specific audiences targeted for communication. The messages used should reflect our goals and values;
- It will be important that we not wait until July 1, when the new consortium is effective, to move forward with reaching out to the appropriate target audiences. NOVA has already been working with the current contracted service providers in San Mateo County and is reaching out to the larger community; and
- The Team recommended moving to the next step and that is developing a communications plan matrix that includes the target audience, the message, the channel and the target date and began brainstorming on several priority target audiences.

The matrix, with the target audiences listed in order of importance, will be completed for discussion at the next Transition Team meeting.

#### **IV. Next Steps**

- At the next meeting, the Transition Team will review a communications plan matrix.
- The next two meetings of the Transition Team are: Monday, June 15 at 12 Noon and Wednesday, July 15 at 12 Noon.