



**Special Meeting of the Board of Directors
Tuesday, September 20, 2022 at 12:30 p.m. to 1:00 p.m.
Please Note: Meeting will be held via videoconference call:**

Zoom Link:

<https://us02web.zoom.us/j/83383631114?pwd=RE0wYlU5bEg3SDJLVVIEZFg3NTZaZz09>

Meeting ID: 833 8363 1114, Passcode: 689362, Phone: (669) 900-6833

Call to Order

Approval of Roadtrip Nation Project for Youth Services (Enclosure)

Action

Adjournment

**Meeting of the Board of Directors
Tuesday, September 20, 2022 at 12:30 p.m. to 1:00 p.m.
Approval of Roadtrip Nation Project for Youth Services**

Given the time-sensitive nature of this request, the Foundation Board is being asked to approve the Roadtrip Nation Project for youth services at a special meeting.

Today's young adults are navigating an uncertain path which requires a lifelong learning approach to continue to grow in the context of a rapidly changing labor market. Many jobs that will exist in the next decade haven't been invented yet. In addition, COVID-19 has further accelerated trends in automation, remote work, and necessitated a reevaluation of current skills and priorities. It has also intensified the growing inequities in access for marginalized communities. As a result, there is greater urgency to stay informed about future career opportunities and the skills that will be needed for these new careers which may require advanced education and training. Diverse populations will benefit from a unique set of strategies and tactics to ensure equal access to future opportunities and a more inclusive talent pool. Roadtrip Nation, in partnership with NOVAworks, seeks to transform the current narrative around the future of work, shifting from fear and uncertainty to empowerment, innovation and hope for the opportunities that lie ahead. The proposed project will include two parts:

- **Digital Community Hub:** Roadtrip Nation will develop and host a regional landing page that will be accessible to the public and tailored to youth. It will contain videos of stories from individuals who have overcome challenges in their career exploration that will include their "day-in-the-life" job shadowing experiences, action tiles/resources for pursuing careers further that will tap into the services that NOVAworks provides, and a link to the Roadtrip Nation Experience work-based project where mentors/educators will help young people develop the skills necessary to successfully navigate their career exploration. Videos will include custom videos featuring individuals specifically recommended by NOVAworks. Social mobility and the use of social capital to access careers will be a critical component of this project. Sectors targeted will include health care, life sciences/biotech, and building trades industries, among others. This landing page will also provide an opportunity for NOVAworks to reach those individuals who have become disconnected from employment assistance in the past.
- **Roadtrip & Special:** Roadtrip Nation will launch a road trip with a team of three participants interested in the sectors highlighted above. They will hit the road in the signature Green RV and interview inspiring leaders and professionals across the region who have successfully pursued a variety of emerging career pathways. This entire road trip will be videotaped and produced for distribution to Public Television, which has already featured Roadtrip Nation's projects in the past.

As part of this effort, NOVAworks will be partnering with the community colleges, including Foothill-De Anza and San Mateo County, and the northern Santa Clara County adult schools and K-12 school districts, and will be reaching out to the differently abled youth in the high schools.

The project, an approximately 18-month endeavor, will entail \$150,000 in funding from the Foundation, as follows: \$100,000 from Google, \$25,000 from The James Irvine Foundation, and \$25,000 from LinkedIn. The Foundation funding will be leveraged with \$630,000 in funding from WIOA Title I youth services, pending approval from the NOVAworks Workforce Board, for a total of approximately \$780,000 in funding. Strada Collaborative, Inc., the parent company of Roadtrip Nation, is interested in contributing a \$75,000 match to the project for a total value of \$855,000.

Staff is asking for the Foundation Board's approval of the Roadtrip Nation project and expenditure of approximately \$150,000 in funding.