



**NEVADA COUNTY
HEALTH & HUMAN SERVICES
AGENCY**

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NEVADA COUNTY BOARD OF SUPERVISORS
Board Agenda Memo

MEETING DATE: August 16, 2016
TO: Board of Supervisors
FROM: **Mike Dent**

SUBJECT: Resolution approving execution of a personal services contract with Nevada County Economic Resource Council, Inc. (NCERC) for the provision of employment services for the Nevada County Department of Social Services for the term of July 1, 2016 through June 30, 2017 in the maximum amount of \$49,988.

RECOMMENDATION: Approve the attached Resolution.

FUNDING: Services will be funded by CalWORKs Single Allocation dollars made available to the Department of Social Services, which may be used for programs that are designed to help participants overcome barriers to employment and move towards the goal of self-sufficiency. Services are included within the Department's FY 2016/17 budget and there are no county general fund dollars required in the Agreement.

BACKGROUND: In 2015-16 NCERC partnered with NoRTEC (Northern Rural Training and Employment Council), which is an 11 county consortium, to conduct an in-depth "Digital Technology Workforce Needs and Gaps Assessment". Since then the ERC has leased a 27,000 sq. foot building in Nevada City and has released a public announcement of the launch of the Green Screen Institute as the brand for their Digital Media Technology Campus. The Green Screen Institute, facility and brand will include an accelerator & investment program for startups, a co-working space for established corporations and a digital tech training academy.

Using the data from the workforce needs assessment, as well as national trends provided by experts, the results are that there is an urgent need to provide a talent pipeline in the

following areas where large gaps/demand were indicated: Software Development, Mobile App Development, Web Development, Systems Networking, Project Management, Data Analytics, Digital Marketing and Digital Preparedness for Small Businesses.

The NCERC, leveraging the Green Screen Institute facility and brand is now positioned to create a Digital Media and Technology Academy that provides solutions for the above careers. The Academy's goal is to create a talent pipeline that is prepared for the digital economy and has prospects of being engaged in a high wage, high growth industry, with opportunities to work for local as well as global companies without having to relocate.

The training will be presented via a platform that enables participants a realistic path to develop common digital technology skills, which will also strengthen their employability in multiple operating environments. Importantly, these skills will be able to be taught to those without an extensive background in computer science, modeled loosely after [Bitwise Industries](#) and their [Geekwise Academy](#) in Fresno.

Under this Contract, NCERC will hire a Program Director to manage this program; create and finalize a curriculum matching the needs and gaps indicated by the workforce assessment survey, keeping it in alignment with the overall GSI mission of creating a hub of excellence for Virtual Reality Innovation.

NCERC will work closely with CalWORKs partner agencies including Nevada County Works in creating awareness for the programs and career pathways available upon taking these courses and improving overall digital literacy. This will include marketing and enrollment; hosting a series of periodic "briefing sessions" with Nevada County Works and its clients in order to create awareness and education regarding the digital media industry and job opportunities and pathways, both locally as well as on the cloud. The Contractor will provide (six) 6-week classes in key subject areas and make available, at no cost to County, 1 of every 6 seats in these classes to CalWORKs clients.

The Department is thrilled to be a partner in one of the most exciting developments in our region – the new Green Screen Institute in collaboration with Nevada Union Adult School, Sierra College, SacVR, Nevada County Information Systems Department and Placer Adult School.

This project is consistent with the Board's stated objective of supporting job-enhancing economic development.

Item Initiated and Approved by: Mike Dent, Director of Social Services