

SAN BERNARDINO COUNTY WORKFORCE DEVELOPMENT BOARD SPECIAL BOARD MEETING

WEDNESDAY, SEPTEMBER 28, 2022 AT 8:30 AM – 9:30 AM

At this time, the Workforce Development Board (Board) is continuing to hold Board and Committee meetings to conduct essential business pursuant to California Government Code section 54953(e). Members of the public are encouraged to watch and participate electronically.

Topic: WDB Special Board Meeting
Time: Sep 28, 2022 08:30 AM Pacific Time (US and Canada)

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This agenda contains a brief description of each item of business to be considered at today's meeting. In accordance with the Brown Act, this meeting agenda is posted at least 24 hours prior to the scheduled special meeting on the Workforce Development Board website and on the official Workforce Development Board Bulletin Board outside of the Workforce Development Department Administration Office at 290 North D Street, 6th Floor, San Bernardino, CA 92415. The agenda, its supporting documents and all writings received by the Board related to these items are public records and available for review on the website or **by emailing the Executive Secretary to the Board at Devra.Bell@wdd.sbcounty.gov prior to, or after, the meeting.**

The agenda and its supporting documents can be viewed online at www.sbcounty.gov/workforce. However, the online Agenda may not include all available supporting documents nor the most current version of documents. Items listed on the Consent Calendar are expected to be routine and non-controversial and, unless the Board directs that an item be held for further discussion, the entire Consent Calendar will be acted upon as the first item of business on the Discussion Calendar. Members of the public may address the Board on any item on the agenda..

To address the Board regarding an item that is on the agenda, please "Raise Hand" in the Zoom meeting as follows:

- **To raise your hand in Zoom's desktop app, click the "Reactions" button and then select "Raise Hand" button.**
- **In the mobile app, you can raise your hand by tapping your phone screen; click on the "More" button and then select the "Raise Hand" button**
- **If you later change your mind about raising your hand, you can lower it by clicking "Lower Hand."**

After raising your hand, the Executive Secretary to the Board will unmute your account and you will have up to three minutes to address the Board.

Conflict of Interest Advisement

WDB members please be advised: If an item on the Agenda relates to the provision of services by you, your immediate family, the entity you represent, or any person who has made \$250 in campaign contributions to you during the last twelve months, or if approval or disapproval of an Agenda item would have a foreseeable material effect on an economic interest of you, your immediate family, or the entity you represent, **then please follow these procedures:**

"When the Agenda item is first introduced, please immediately announce that you are recusing yourself from participating in the agenda item, and then refrain from discussing, voting on, or otherwise influencing the Board's consideration of the Agenda item."

**SAN BERNARDINO COUNTY WORKFORCE DEVELOPMENT BOARD
SPECIAL BOARD MEETING**

AGENDA

WEDNESDAY, SEPTEMBER 28, 2022 AT 8:30 AM – 9:30 AM

OPENING

- 1) Chair Call Meeting to Order
- 2) Pledge of Allegiance
- 3) Introductions (Roll Call)

PUBLIC COMMENT

- 4) Comments from the General Public in Attendance

PRESENTATION

- 5) Roadtrip Nation, *Presented by: Tim Hogan, Vice President, Strategic Partnerships*

DISCUSSION (Roll Call Vote)

- 6) Approve Contract Award and Funding with Roadtrip Nation for Youth Career Pathway Development in the amount of \$650,000 for a two-year term.

ADJOURNMENT

In conformity with Government Code section 54957.5, any writing that is a public record, that relates to an item listed on the Agenda, and that will be distributed to all or a majority of the Board less than 72-hours prior to this meeting (or is distributed at this meeting), will be available for public inspection at the time the writing is distributed. This inspection may be made at the office of the Workforce Development Department, 290 North "D" Street, 6th Floor, San Bernardino, California 92415-0041, or during this meeting.

The Workforce Development Board meeting facility is accessible to persons with disabilities. If assistive listening devices or other auxiliary aids or services are needed in order to participate in the public meeting, requests should be made through the Board Secretary at least three (3) business days prior to the Board meeting. The Board Secretary's telephone number is (909) 387-9886 and the office is located at 290 North "D" Street, 6th Floor, San Bernardino, California 92415-0041. California Relay Service 711

This WIOA Title –I financially assisted program or activity is an equal opportunity employer/program. Auxiliary aides and services are available upon request to individuals with disabilities.

**San Bernardino County
Workforce Development Board
Agenda Item**

MEETING DATE: September 28, 2022

ITEM: (6)

SUBJECT: **Contract with Road Trip Nation as Creator of Workforce Development Related Media Content**

PRESENTED BY: Bradley Gates, Director
Workforce Development Department

CONSENT _____ **DISCUSSION** _____ **INFORMATION** _____

RECOMMENDATION: Approve contract award and funding with Road Trip Nation in the amount of \$650,000 for a two year term to develop and compile media assets, relevant resources, and a consistent digital presence to help aspiring workers in San Bernardino County navigate the uncertainty of our current and future workforce.

BACKGROUND: Road Trip Nation (RTN) is an Emmy Award winning media and career guidance non-profit organization, focused on leveraging human-centered storytelling to assist those at pivot points in life with their career journeys. Past projects related specifically to efforts involving Workforce Development Boards include: City of Philadelphia, Cook County, and South Central Kansas.

RTN is seeking to collaborate with the San Bernardino County Workforce Development Board to bring a project to San Bernardino County. RTN will build a Future of the San Bernardino County Workforce Digital Community Hub designed to leverage engaging stories from those who have found unique ways to overcome hurdles and find career success throughout various industries in the Inland Empire.

Each year, RTN selects socially relevant topics upon which to focus its narrative-based storytelling projects. Content from these “roadtrips” is then disseminated across a wide range of education and media channels to inspire the next generation with a more inclusive view of the future of work. Core to RTN’s education model is its Interview Archive, a database of 9,000+ video assets showcasing the career stories of a diverse set of individuals from all walks of life, which is accessible to 14 million students nationwide through our education partnerships. Each RTN production project fuels new stories for this database, in addition to creating documentary content for PBS (100 million households annually) and other digital distribution channels.

The project cost for \$650,000 includes:

- Virtual Video Production and Digital Community Hub: \$325,000
- Future of the San Bernardino County Workforce Roadtrip: \$275,000
- Public Radio Promotion: \$50,000

Part of the strategy for the project is to have students create content through a series of video interviews with community leaders to learn about their career journey and help individuals discover the career pathway that fits their personal goals and interest. In addition to the interviews with community leaders, students will interview workers in these sectors to learn about their career journeys, with an intentional focus on Diversity, Equity, and Inclusion. RTN will prioritize a process that selects roadtrippers and leaders who represent a collection of backgrounds that match the communities we seek to serve.