

## **MEMO**

03/11/15

To: Chancellor Ortiz

From: Michael Goldberg, Interim Director, Workforce Systems

RE: Owen Hershey (North Cities One Stop Career Centers) 2014-2015

Mr. Hershey will provide Alameda County Workforce Investment Board outreach, orientation, and enrollment services to WIA enrolled individuals at our North Cities One Stop Career Center at the Berkeley Adult School as well as at selected educational partner institutions. Mr. Hershey's service contract, funded by the Alameda County Workforce Investment Board, is for \$24,920 through June 30, 2015.

This request is to increase the contract by \$18,700 to continue to provide workforce development services for the Alameda and North Cities One Stop Career Centers. The initial contract amount was \$24,920. The Interim Director, Workforce Systems is requesting an extension of this ICC and an increase in the amount by \$18,700 to bring the total amount for contractor to \$ 43,620 for services through 06/30/2015.

### **Scope of Work**

1. Promotes WIA program in Berkeley, Albany, Piedmont, and Emeryville.
2. Assists in orientation, intake and case management.
3. Develops relationships with sector relevant training providers delivering orientation to and intake of WIA clients
4. Provides follow up services for exited clients.
5. VOS trainer for new staff

## **OWEN HERSHEY**

owenhershey@gmail.com (510) 837-1194 mobile  
[www.linkedin.com/pub/owen-hershey/3/697/32b](http://www.linkedin.com/pub/owen-hershey/3/697/32b)

### **Professional Profile**

- Accomplished Career Services Program Manager and Counselor with ten-plus years of experience in non-profit, for-profit and public settings, working with vocational rehabilitation, dislocated, unemployed, and transitional aged youth clients seeking employment and training.
- Five years of successful experience managing a One-Stop Career Center, including program design, staff supervision, budget management, outcomes tracking, partnership development, and grant monitoring.
- Excellent awareness of the employment and training needs of disadvantaged and underrepresented populations, including ex-offenders, homeless, dislocated and underemployed individuals, and transitional aged youth.
- Superb communication, leadership, problem-solving, and computer skills; superb writing ability; fluent in Spanish.
- Outstanding counseling skills, with exceptional listening ability and a superb capacity to build rapport with clients to help them find employment solutions; trained and credentialed as a Global Career Development Facilitator and GCDF Instructor.

### **Program Management Accomplishments**

- Successfully managed the North Cities One Stop Career Center with Rubicon Programs in Berkeley, CA from March 2009-June 2014.
  - Met program outcome goals for five-plus program years, in the following categories: enrollments, exits, percentage of exits with employment, average wages of exited clients, classroom training completions, and on-the-job training completions.
  - Successfully adapted to changing outcome goals and program parameters mandated by the Alameda County Workforce Investment Board, while maintaining strong center performance.
  - Compiled an excellent hiring record, with several employees hired moving on to senior and/or leadership positions within the same organization, or with others; helped maintain outstanding employee morale during leadership term, with almost all employees reporting extremely high satisfaction in their relationship with their manager.
  - Developed proactive case management and outcomes tracking strategies to help staff manage caseloads, thus contributing to program success.
  - Developed and instituted comprehensive outreach strategies to potential program participants and to partner organizations, resulting in increased enrollment numbers and successful leveraging of partner organization services for participants.
  - Helped successfully manage program budgets, completing all program years within expenditure limits while accounting for staffing and other changes.

### **Program Management and Counseling Skills**

- Seven total years of case management experience, working with a wide variety of job-seeking adult and youth clients including many economically disadvantaged individuals.
- Strong outreach and public relations skills developed through efforts to promote career development programs, coordinate with partner organizations, and recruit potential clients

for programs; also skilled at organizing and facilitating meetings with partner groups, agencies, and clients.

- Thorough familiarity with vocational counseling process, eligibility determination, and documentation, especially with Workforce Investment Act funded programs and State of California regulated vocational rehabilitation programs.
- Successful program coordination experience stemming from the Berkeley Youth Employment Services project, in which employment, training, and housing services were coordinated to provide comprehensive assistance to local youth.
- Almost two years of experience as a youth employment coordinator and a youth advocate, working with transitional aged youth to assist them with their employment and training search as well as job development; position included extensive coordination with other organizations such as city agencies, partner non-profit groups, and local schools.
- Very good knowledge of social services organizations, with the purpose of referring clients for additional services in order to maximize the benefit from services they receive; strong ability to collaborate with city agencies, other non-profit groups, and local companies.

#### **Workforce Development Management Experience**

- North Cities One Stop Manager, *Rubicon Programs*, Berkeley, CA – March 2009-June 2014.

#### **Vocational Counseling Employment Experience**

- Career Services Specialist, *Contractor with the Peralta Colleges – located at the new Berkeley One Stop Career Center*, Berkeley, CA – October 2014-present.
- Vocational Counselor/Youth Advocate, *Rubicon Programs*, Berkeley, CA – March 2006-March 2009.
- Program Coordinator – Berkeley Youth Employment Services, *Rubicon Programs*, Berkeley, CA – April 2008-December 2008.
- Vocational Rehabilitation Consultant, *Dennis Contreras Vocational Consulting*, Oakland, CA – February 2004-February 2006.

#### **Additional Professional Skills**

- Superb interpersonal skills, with exceptional ability to relate effectively to clients, colleagues and supervisors; strong leadership and teamwork abilities as well as good independent work habits.
- Excellent presentation skills and public speaking ability; accomplished leader of small workshops and presenter of outreach information in both corporate and social service environments.
- Creative, proactive and innovative, with a good ability to find solutions for unconventional situations.
- Diligent, conscientious, proactive manager and case worker with great enthusiasm for positive social work.
- Fluent in Spanish, with excellent reading and writing ability.

#### **Education**

- Bachelor of Arts in History, *University of California Santa Cruz*, Santa Cruz, CA – 1995. Includes one year of study abroad at *UNAM* in Mexico City.
- Global Career Development Facilitator, *East Bay Works*, Concord, CA – 2008.

RECEIVED

Req. #2 - 87418

RECEIVED

OCT 2 2014

PERALTA COMMUNITY COLLEGE DISTRICT

OCT 28 2014

Purchasing INDEPENDENT CONTRACTOR/CONSULTANT SERVICES CONTRACT Purchasing

The contract for personal services is entered into by

Owen Hershey

Name of Contractor Business

635 39th St.

Richmond

CA

Address

City

State

called the INDEPENDENT CONTRACTOR, and the Peralta Community College District, 833 East Eighth Street, Oakland, CA 94606, hereinafter called the DISTRICT, for the performance of the services hereinafter described. The INDEPENDENT CONTRACTOR agrees to perform the following services for the DISTRICT under the stated conditions within the limits set forth:

Promotes WiFi program in Berkeley, Albany, Piedmont, +

Emeryville; Assists in orientation, intake + case mgmt

The INDEPENDENT CONTRACTOR has presented proof of official business status:

Business License Number:

Tax ID Number: 571-55-3377

The work of the INDEPENDENT CONTRACTOR shall be approved by:

Michael Goldberg, Int. Dir. Unit Manager/Title

The work shall be completed on or before

JUNE 30, 2015

COMPENSATION: Compensation shall be \$ 24,920.00, payable within 10 days following completion of the work and authorization by the unit manager.

(712 HRS x 35.00/HR)

The contractor will be paid out of

ACCOUNTING CODES								
L	FUND	COST CENT.	OBJECT	PR	ACTIVITY	SUF	SPPJ	LN
2	11	241	5105	1	6470	00	1138	00
2	11	241	5105	1	6470	00	1138	01

9719.00  
15,201.00

Budget

Funds Verified by Business Officer

The foregoing provisions along with conditions set forth on the reverse of this document are understood and agreed to by the INDEPENDENT CONTRACTOR.

Owen Hershey  
Contractor's Printed Name

*[Signature]*  
Contractor's Signature

9-23-14  
Date

RECEIVED

OCT 29 2014

0800731053

Vendor Number

District Finance

(Obtain in "/VEN" on mainframe program or route to District Business Services with W-9 and Vendor Addition Form.)

Rev. 10/98

APPROVAL ROUTING:

*[Signature]* 10-1-14  
College President/Vice Chancellor Date

*[Signature]* 10/30/14  
Vice Chancellor, Financial Services Date

APPROVED:

*[Signature]*  
Chancellor

Approval Date 11.3.14

ORIGINAL-DISTRICT BUSINESS SERVICES