California Emerging Technology Fund
San José Digital Inclusion Partnership Program Director
Announcement of Position
April 1, 2019
Request for Letters of Interest
Due Date Extended to June 7, 2019

Are you seeking an opportunity to lead a groundbreaking initiative that will be a model across California? Do you have:

- Experience managing grants to nonprofits and public agencies
- Experience working with low-income communities to improve access to opportunity
- Familiarity with Digital Inclusion and digital literacy initiatives, working across various demographic groups
- Ability to work in an environment that emphasizes detailed work plans with measurable outcomes and metrics reporting
- Confidence as a self-directed manager and willingness to handle self-supporting functions

If your answer is YES to these questions, you are invited to apply to become the San José Digital Inclusion Partnership Program Director. Please see the attached Position Description and Qualifications, and submit your Letter of Interest and requisite application materials as soon as possible to CETF (due no later than 5PM on June 7, 2019).
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Background

The City of San José has established a Digital Inclusion Fund capitalized by fees paid by Internet Service Providers (ISPs) to deploy 5G fiber and small cell installations. In June 2018 the San José City Council unanimously approved the largest fiber and small cell deployment in the nation projected to generate $500 million in private-sector investment and $24 million for the Digital Inclusion Fund over 10 years. It is anticipated that at least $15 million in the Digital Inclusion Fund will be allocated to increase the number of households connected online at home with meaningful use of technology and skills to navigate the Internet. These funds are intended to be granted to local agencies and community-based-organizations (CBOs) to reach low-income disadvantaged and unconnected residents in-language and in-culture, including Latino and Vietnamese families and seniors. The City of San José has engaged the California Emerging Technology Fund (CETF) to assist in managing grantmaking which is referred to as the Digital Inclusion Partnership.

The City of San José Digital Inclusion Partnership goals and outcomes include:

- Connect at least 50,000 San José households with universal device access and universal connectivity over the next 10 years.
- Ensure at least 50,000 San José households achieve and sustain the appropriate digital skills proficiency level (basic, intermediate, or advanced) to stay ahead of technology and increase quality of life outcomes (education, workforce, healthcare and more).

This purpose of this Request for Letters of Interest (RLI) is to recruit and invite applicants for the Digital Inclusion Partnership Program Director who will be responsible for supporting and implementing all components of the Partnership. The Program Director will function as an integral member of the CETF Team and will work from a local office in the City of San José. This is an ambitious, innovative initiative that will fundamentally reshape digital access in San José which aims to close the digital divide for all residents. The ideal candidate will be able to align stakeholders and garner additional resources behind a bold vision and interact with leaders in the community, government, and corporate worlds.

The City of San José will provide oversight for the Digital Inclusion Partnership with input from an Advisory Board, including representatives from the City, community, employers, foundations, education and the County of Santa Clara. The City Manager's Office will monitor performance to ensure data-driven reports are provided to the City Council semi-annually. CETF is being engaged by the City of San José to assist in managing the Digital Inclusion Partnership to achieve the overall goals and outcomes that will be accomplished through grants to local CBOs and agencies.
Digital Inclusion Partnership Program Director Position Description

The Program Director will be responsible for supporting and implementing all direct service components of the Digital Inclusion Partnership at the direction of the CETF President and CEO in cooperation with the CETF Senior Vice President. The duties include: staffing the Advisory Board; outreach and community organizing activities in all disadvantaged neighborhoods; engagement of all stakeholders to support fundraising by CETF and the City of San José; identification and recruitment of CBOs and local government agencies to apply for grants; and management of grantees to achieve the overall goals and outcomes for the Digital Inclusion Partnership.

Specific responsibilities and duties include:

- Support and staff the Advisory Board, including: help to recruit Advisory Board members; develop Board bylaws; maintain a current roster with all contact information for each member; prepare agendas, information materials and reports for all meetings of the Advisory Board; record, prepare and distribute minutes of the meetings; engage and schedule participation by Advisory Board members in community outreach activities and events; and facilitate communications with the Advisory Board as requested by the City of San José or CETF.*

- Organize and convene public forums in priority low-income neighborhoods to inform residents and other stakeholders about the Digital Inclusion Partnership, including: engage community partners to host public forums; secure locations and arrange all logistics for public forums; invite and coordinate the schedules of the Mayor, City Councilmembers, and Advisory Board members to participate in the public forums; prepare agendas and materials for the public forums; and prepare written summaries of the input and feedback at the forums.

- Assist the Mayor's Office and City Manager's Office and CETF leadership in organizing and convening meetings with prospective investors to raise funds to match the Digital Inclusion Partnership, including: work with City officials and managers to compile invitation lists; help prepare and transmit invitations; follow up on invitations to secure attendance; assist with preparation of materials for meetings; and coordinate follow up with interested investors to cultivate relationships and secure commitments to sustain funding over 10 years and beyond.

- Identify and recruit prospective Digital Inclusion Partnership grant applicants, including: obtain names and contact information of recommended CBOs and agencies from City officials (City Manager, Councilmembers and Mayor), foundations and Advisory Board Members; organize and convene community forums to inform residents and stakeholders about the Digital Inclusion Partnership and the grant application process; conduct technical assistance workshops on preparation of grant applications; organize review and evaluation process of grants applications; facilitate and support grantee selection process; send notifications of grant awards; and prepare and secure signatures on grant agreements.

- Manage the portfolio of grants to achieve the outcomes set forth in the grant agreements, including: meet regularly with grantees on site to observe implementation of programs; organize and convene quarterly grantee workshops (“learning communities”) to share expertise, ensure universal design for accessibility for people with disabilities by all programs, and foster peer accountability; gather performance information and prepare progress reports on outcomes; document implementation activities through photos and video; and work with grantees to improve performance when required to achieve outcomes.

- Work closely with the City Library to coordinate advancement of digital literacy in San José and shape outcome and impact metrics, including meeting regularly with the City Library Team to coordinate strategies.
Engage public agencies, including School Districts, County Office of Education, and County of Santa Clara, who serve large populations of low-income residents to provide information about digital access and refer to appropriate grantee programs.

Assist with inputting contact information for stakeholders and partners into the established databases per CETF protocols.

Conduct focused literature and program search projects as assigned; compile and summarize information into written reports.

Represent the Digital Inclusion Partnership and CETF as needed to speak in public to organizations, the media, prospective partners or investors, and stakeholders.

Become and remain knowledgeable about state-of-the-art broadband and high-speed communications technologies.

Comply with the quality performance requirements for all employees.

*The City of San José City Manager’s Office may be able to assist further with Advisory Board administration as staff resources are finalized for Fiscal Year 2020 (beginning July 1, 2019).

Quality Performance Requirements for All CETF Personnel

As a valued member of the CETF Team, the Program Director is expected to: report to work regularly and on time; work cooperatively with all Team members and partners; treat others fairly, honestly and with respect; adhere to the highest possible code of ethics; and strive for excellence in all aspects of carrying out the responsibilities and duties:

- Achieve the highest-possible standards for performance and quality of work products, including clarity, coherence and consistency in articulating an overall vision and direction for the Digital Inclusion Partnership.

- Comply with the CETF Writing Style Guidelines and produce highest-quality possible written documents to ensure maximum effectiveness in communications. Essential aspects of quality written documents include, but are not limited to:
  - Use of universally-recognized rules of grammar, punctuation, and spelling, as well as parallel construction of sentences, paragraphs and documents.
  - Precision and accuracy in presentation of data, statistics, and conclusions.
  - Consistency in use of concept descriptions and preferred terminology as set forth in base documents for programs and projects.
  - Consistency and logic in formatting and headings.
  - Accuracy and consistency in details, such as names, abbreviations, dates, and numbers.

- Perform efficiently under specified timeframes and with the highest-possible standards for quality work, including managing numerous tasks simultaneously.

- Perform self-sufficiently without support staff, including, but not limited to: drafting, proofreading, and finalizing all documents for which you are responsible; printing and collating materials for meetings; maintaining your own schedule of meetings and obligations; making your own travel arrangements; and maintaining relevant management documents and tracking spreadsheets to perform your assigned responsibilities and duties.

- Operate a computer proficiently using Word, PowerPoint and Excel (PC/Windows platform).

- Work collaboratively with other personnel as a Team, including providing assistance to others for completion of responsibilities and tasks not listed in the specific position description but assigned by the CETF President and CEO.

- Represent well the City of San José and CETF and effectively speak in public to organizations, stakeholders and prospective partners and investors.

- Comply with all corporate and personnel policies adopted by the City of San José and CETF Board of Directors, including but not limited to: Code of Ethical Conduct; Nondiscrimination Policy; Conflict of Interest Policy; Indemnification Agreement; and Drug-Free Workplace Policy.
Qualifications

The San José Digital Inclusion Partnership Program Director must be a passionate leader with a track record of working with a myriad of stakeholders to achieve ambitious outcomes that transform the community. Qualifications include:

- Deep knowledge of civic leadership and community-based organizations in San José.
- Established track record in leading major initiatives and managing community-based programs to achieve documented quantified outcomes and results.
- Experience in working with elected officials and public agencies to engage participation and foster collaborative partnerships.
- Confidence as a self-directed manager and willingness to perform self-supporting functions.
- Ability to articulate a strategic pathway to achieving results.
- Documented experience in developing and leading implementation of detailed work plans.
- Respected reputation for working collaboratively with stakeholders and colleagues.
- Recognized competence in supporting and managing boards.
- Experience with digital literacy and access programs.
- Demonstrated ability to write well and speak confidently in public.
- Experience in facilitating communications in-language and in-culture to priority populations.
- Past success in organizing fundraising events and securing commitments.

Compensation

Compensation will be structured as a Base Salary beginning at no less than $120,000 plus eligibility for a Performance Incentive Payment (PIP) equivalent to at least 10% of Base Salary at the end of the Fiscal Year based on a written performance evaluation and awarded at the sole discretion of the CETF President and CEO. CETF benefits include: health and dental insurance and participation in a retirement plan with an employer contribution. If the Program Director prefers to coordinate benefits from another source, an adjustment in the PIP may be considered. If you are earning now more than the beginning Base Salary, you are welcome to voluntarily submit that information for consideration in appropriately valuing your experience.

Request for Letters of Interest and Application Materials

Interested persons enthusiastic about the San José Digital Inclusion Partnership and committed to achieving the overall program goals and outcomes are invited to submit the following information by mail and electronically to the California Emerging Technology Fund Northern California Office below by June 7, 2019 (qualified applicants will be interviewed as letters are received):

- Letter of Interest (which concisely addresses the following questions):
  - Why are you interested in the San José Digital Inclusion Partnership and leading an initiative to help low-income households get connected?
  - What are the most valuable skills and experiences that you would bring to the responsibilities and duties outlined for the position of Program Director?
  - What do you think will be the biggest challenges and opportunities in achieving the overall goals and outcomes of the San José Digital Inclusion Partnership?
- Resume (with contact information from supervisors in the 3 previous positions).
- References (names and full contact information for 3 other relevant work experiences).

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