

Workforce Innovations



May/
June 2000

News and insights to meet the needs of an evolving community of employers, job seekers and educators

Feature Article: Metamorphosis

The Changing Scope of IT in The Valley



NOVA's Labor Market Information Plus (LMI+) Unit held its most recent workforce development forum on Tuesday, May 23 at SGI in Mountain View. This was the launch of its latest report, *Information Technology Industry: The Changing Nature of IT in Silicon Valley*. The event was attended by over 150 community guests, including Mountain View mayor, Rosemary Stasek and SGI's CIO/VP of Information Systems, Sean Worthington.

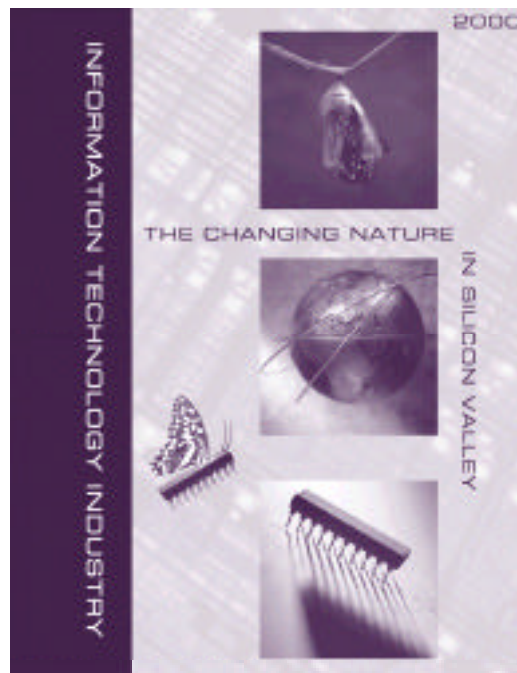
Five of the six largest companies in the world are technology based and of these five, four are located in the Silicon Valley. Rob Gamble, NOVA Employment Training Manager, demonstrated how viable IT professions are to the North Valley and further engaged the crowd with the fact that IT careers in the state of California had bypassed the Bureau of Labor Statistics' (BLS) projections for employment growth by 6 years. Despite the growth, companies have a hard time filling available IT positions, particularly in Systems Administration jobs.

The vast opportunities that exist in the area have elevated the value for education and skills that reflect industry needs. Businesses no longer depend solely on local resources to succeed in the rapid waters of this economy. People with techno-

logical skills and training are the valued resource that businesses require to gain a competitive advantage. This high demand has a significant impact on the quality of education available to the workforce because increasing needs have elevated commercial IT salaries. This requires qualified people consider a reduction in pay to become instructors. The continued promotion of lucrative high tech careers also influences educators and training counselors to impose a concentrated emphasis on technical proficiency, bypassing the soft skills such as communication, critical thinking,

and creativity that are also desired in the tech industry.

Continued on Page three



Connect! Partner

CONNECT! Open House

Knowledge is power – and an opportunity to get free information from business consultants and service providers is invaluable! Mark your calendars for an afternoon of dynamic seminars, fascinating demonstrations and real-world information on workforce issues at a CONNECT! Open House on June 29 from 2 to 7pm. The event at the CONNECT! Business and Career Campus at 420 South Pastoria Ave. in Sunnyvale will feature guest speakers, interactive discussion, and free food to fuel the mind and please the appetite.

The speakers' lineup includes Michael Smith, Ph.D., who will speak on creative conflict resolution at work. Glenn Hammer will address the importance of employee background checks. Michelle Alford-Williams of the Department of Rehabilitation will frankly discuss the Americans with Disabilities Act in the workplace and etiquette regarding employees with disabilities. NOVA will present the Professional Effectiveness Program (PEP) which highlights crucial workplace skills like team-building, communication, and problem solving.

Job seekers can participate in the PEP presentation, as well an introduction to Winning New Jobs, a highly acclaimed workshop series that provides the necessary tools to compete in the Silicon Valley job market. Merrin Donley will also present her effective diagnostic workshop on the fifteen components of a successful job search.

In addition to these presentations, campus partners will have their doors open to demonstrate the resources they offer both businesses and job seekers. At the reception tent, partner staff will greet visitors and provide maps, materials and information about their services. "Refreshment stations" will be scattered throughout the campus, offering tasty treats and beverages.

CONNECT! has grown to a consortium of 27 partners and has set a precedent in collaborative efforts by government, non-profit, and community based organizations. By bringing together their experiences and resources, the partners of CONNECT! offer businesses and job seekers in Silicon Valley various employment services. Please stop by the CONNECT! Business and Career Campus at 420 South Pastoria Ave. on El Camino Real or call CONNECT! at 408.522.1030 with any questions.



Michael H. Smith, Ph.D., is an Oakland-based organization consultant, speaker and trainer for the past 31 years, specializing in resolving organizational conflicts, building teams and creating strategic plans. He is the author of the book, *Management Solutions That Really Work*.



Glenn B. Hammer is president and founder of A Matter Of Fact, in Milpitas, providing pre-employment background checks on candidates for employers in Silicon Valley and throughout the United States. Glenn has over 25 years experience in the information industry, and also conducts background checks for a variety of other clients including business entrepreneurs, real estate owners/renters, and law enforcement agencies.

As a pragmatist and experienced business person with over 25 years experience working with business leaders, psychologists and sociologists, Merrin Donley has created and delivered seminars and workshops on Transition Management, Human Relations in the Workplace, Career Management, Basic Tools for an Effective Job Search, and Change Management Strategies. She has been a guest lecturer at Mills College, The Institute for Business Performance and City College, San Francisco.



NOVA Program

The Changing Scope of IT in The Valley

Continued From The Front Page

The saturation of recent graduates with certifications has caused employers and industry professionals to consider experience over education as the most necessary tool for securing positions in technological fields. Outside of a help desk position, acquiring experience is a difficult feat since many high tech companies don't provide internship opportunities for candidates. Sun Microsystems is one high tech company that partners with various Silicon Valley colleges and universities to work towards solving the shortage of qualified workers. They offer specialized training programs to prepare students for a position within the company upon graduation from the course. The challenge for Sun Microsystems has been retaining mentored candidates after the program because other high tech companies, particularly start-up ventures, offer applicants larger salaries to recruit. This competition has caused IT companies to constantly reinvent their organizational structure and work extensively at marketing themselves to attract employees as well as customers.



IT Forum Panel Discussion:(Left to Right) Deniz Yasar, Miguel Sanchez, Liz Frostig, Dr. Jason Halasa, Rob Gamble, Frank Tawil, and Ingrid Thompson.

A panel discussion revealed that the audience of career counselors, industry professionals, educators, and job seekers was most concerned with the growing digital divide. This concern was amplified in regards to women, minorities, and older applicants wanting to secure IT positions. Emphasis was placed on more orthodox

training programs successfully matching the needs of community people as well as the IT market. Change in the industry is a guaranteed constant. If proper adaptations to the industry's rapid movement aren't produced, fulfilling IT positions will continue to challenge high tech companies.

The Information Technology Industry: The Changing Nature of Silicon Valley provides an overview of the IT industry and details the opportunities in employment and available education and training in the Silicon Valley. It gives insight on access to the field and cites specific career paths. To order copies of this or previous NOVA LMI+ reports, call Eileen Ocana at (408) 522.1043

Bulletin Board

Nova to Begin Training Under the H-1B Technical Skills Gap Grant

March 27,2000 NOVA received word from the U.S. Department of Labor that we have been given the H-1B Technical Skills Gap Grant. The Technical Skills Gap Grant has been designed to alleviate the need for more H-1B visas.

June 19,2000, Evergreen Community College will begin classes for the UNIX System Administration Academy. OICW in East Palo Alto, Mission College in Santa Clara, and UCSC Extensions will open more technical training programs over the Summer and Fall. More training to follow...

Contact NOVA for more information (408) 730- 7232



Labor Market Information

The "Pink Ceiling" in Information Technology

The fast-paced train of information technology could be leaving women behind. Although past years have brought some progress, women are still searching for complete equality in the IT workplace.

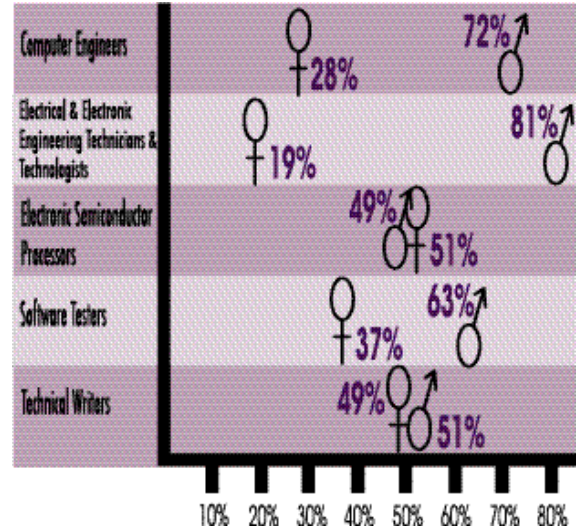
According to a report from the President's Council of Economic Advisers, women make up 47% of the general workforce, but only represent 29% of IT jobs. On average, women in IT with a bachelor's degree make 9%-11% less than men in similar positions. The report also states that 18% of men in IT jobs earn \$70,000 or more, while only 8% of women earn this much.

Why are women under represented in IT related jobs? One reason is that there are different expectations in the industry for women than there are for men. In a Computerworld article, Marilyn Hollinger, director of the server technologies division at Oracle Corporation says, "The expectation is that women are nicer, but if you're too nice, you're not seen as success material." Another reason for the large gap is that many women don't find the stress and long hours of an IT job compatible with raising a family.

What is being done to bridge this gap in the workplace? President Clinton has announced a new initiative to "level the gender wage gap in IT, science and engineering jobs through a \$20 million budget request to fund post-secondary education institutions and other partner organizations. Of that, \$17 million would go to the U.S. Labor

Department to train women for 'nontraditional jobs,' including IT." To alleviate the lack of available skilled workers, it is critical that the "pink ceiling" in IT be eliminated.

Percentage of males to females taking technical jobs in Santa Clara County



Source: Occupational Outlook Report, Santa Clara County, 1999

Featured Website

career hunters.com

CareerHunters

www.careerhunters.com

Careerhunters.com—Lions and tigers and...jobs, oh my! This site features thousands of top national and regional career-related sites. Job seekers can take a safari through information packed articles and career profiles. They can also instantly create a free eResume and lure employers with their own URL. Recruiters can eagerly prey upon the resume bank and search for candidates to shoot into the market. In the vast jungle of career sites, this one stands out with a roar.



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