

Workforce Innovations

October/November 2006

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

Feature Article:

The Nova Workforce Board Members Gear Up for the Community



As a redesigned service entity, NOVA continues to build progressive opportunities for workforce development in Silicon Valley. Despite the challenges presented by the federal transformation of the Job Training Partnership Act (JTPA) to the Workforce Investment Act (WIA), the newly formed NOVA Workforce Board will sustain innovative programs that decrease the skills gap. To more effectively combat the Digital Divide, the NOVA Workforce Board has expanded its membership to include a wider representation of consortium city businesses and community organizations. On September 12, the Workforce Board welcomed five new members who are ready to make sensational contributions to the Silicon Valley community.

Rich Allen, director of Corporate Quality at Solectron in Milpitas, will be one of the first Board members to represent Milpitas in NOVA's consortium. Solectron is a leading electronic contract manufacturing company in Silicon Valley, representing a pivotal industry in the new economy. Solectron employs over 6,000 workers. Mr. Allen brings to the Board extensive value-added expertise in quality assurance, the performance excellence principles of Malcolm Baldrige, process improvement and customer satisfaction. Mr. Allen is eager to "understand more about the community and how business can support its needs, and to be part of an organization raising the skills and knowledge of the people within its boundaries."



Elaine Hamilton, Senior Director of Human Resources at Network Appliance, Incorporated, in Sunnyvale, represents private industry and brings extensive experience in business and human resource management. Network Appliance, Inc. provides solutions to reduce the cost and complexity of managing mission critical data for corporations and ISPs such as 3Com, Adobe Systems, Tripod, John Deere, NationsBanc, and GTE. In regards to the honor of being appointed to the NOVA Workforce Board, Ms. Hamilton hopes "to give something back in an arena that I feel strongly about; one that is effective, focused on empowering people, and leveraging the innovative nature of this valley".



Steven Levy, Director of the Center for the Continuing Study of the California Economy in Palo Alto, is pleased to be joining a board representing public, private, and non-profit interests in northern Silicon Valley. The Center researches, analyzes, and disseminates information on economic trends in California, substate economies, and relevant public policy and workforce issues. Mr. Levy is a highly respected authority on the California economy and its national impact. His expertise will be critical to NOVA as it helps businesses and job seekers navigate the turbulent new information economy.

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Connect! Partner

CONNECT! -
Plug Into Opportunity!

There is a dynamic resource in our community that has been growing and shaping significant partnerships to help businesses and job seekers CONNECT! With 27 organizations, CONNECT! offers job seekers superior workshops, resume facilitation, interview preparation, and labor market industry information that empowers the career search process.

Partners provide vital referrals to support services that give individuals the ability to transcend employment barriers. The CONNECT! circuit unites companies with current human resources, training, business development, and information solutions required to charge ahead in Silicon Valley. Extending the range of services available, CONNECT! off-campus partners create surging networks with educational and training organizations, consulting businesses, and other community services.

The CONNECT! Business and Career Campus is the core of the CONNECT! collaborative. Located in the city of Sunnyvale, the Campus offers the effective services of 12 partners in a favorable one-stop environment. To celebrate its extraordinary history of successful partnerships and its future as a vital one-stop service center, the CONNECT! Business and Career Campus hosted a festive Open House in June. The event demonstrated many of the ways that the one-stop fosters environments for partners to share vital information thus streamlining service delivery for all of CONNECT's valued customers.

Connecting career development services with businesses and job seekers, CONNECT! successfully meets the challenge of workforce development needs in Silicon Valley.

CONNECT! Campus Partners:
California Department of Rehabilitation
CACT (Center for Applied Competitive Technologies)
Employment Connection
Employment Development Department
National Council on the Aging
NOVA Career Connection
NOVA Youth Employment Office
Occupational Training Institute (OTI) Refugee Assistance Program
ProMatch
Proven People Program
Sci3 Patent and Trademark Library
Sunnyvale Public Library

Feature Article: The Workforce Board

Continued From the Front Page



Clysta Seney, the Human Resources Corporate Manager at Applied Materials in Santa Clara, served on the NOVA Private Industry Council several years ago. Applied Materials is a leader in semiconductor capital equipment, employing over 20,000 people worldwide and over 8,000 in Silicon Valley.

Ms. Seney brings her expertise in corporate human resource management and development in addition to her knowledge of the programs and partnerships of NOVA. Due in part to her experiences on the Private Industry Council, Ms. Seney recently moved from process and quality management to workforce management.

Ms. Seney is "excited about the opportunity to be involved in a collaborative workforce development effort which includes everyone, because workforce development remains a challenge in our super heated economy." She added that "a sense of community participation and the opportunity to contribute to regional solutions for workforce development" brought her back to NOVA.

Gary Serda, manager of Worldwide Corporate Affairs and Executive Director of the Foundation at Sun Microsystems in Palo Alto, is proud to serve on the Board. Sun Microsystems is the leading provider of industrial strength Internet hardware, software and services, employing a Silicon Valley workforce of over 15,000. Mr. Serda brings to the Workforce Board his expertise in workforce development, collaborative partnerships, and a passion for community involvement. Sun Microsystems recently collaborated with NOVA and several training and education providers including Mission College, Evergreen College, OICW, and UC Santa Cruz Extension to offer intensive Systems Administration courses to under-served populations through the Department of Labor's H-1B training program. Mr. Serda is looking forward to "the opportunity to provide input into the development of policies and programs that fill the skills gaps in emerging sectors and making programs accessible to under-served populations."

The NOVA Workforce Board represents new opportunity and success in Silicon Valley's unique economy. NOVA is honored to have these five new members on the Workforce Board. Their pertinent expertise and skill will increase the valuable tools available to the local community.

NOVA Program

Promatch: A Resource for Professionals Seeking Work

Recent media reports may give the impression that there is "no unemployment" in Silicon Valley, and that "anyone who wants to work is working." The truth, however, is that the highly competitive environment of Silicon Valley creates continual mergers, acquisitions, and bold-but-failed startups, all contribute to a regular staffing "churn" in which experienced and productive industry professionals often find themselves out of work. Looking for work is no longer something that can be done most effectively on one's own. The job search process can be demoralizing, and isolation itself adds to that. Internet resources are not enough, because people still hire people, not resumes. Our Valley is very interconnected, and job seekers need to increase and maintain their visibility with peers—neighbors, former colleagues, and other job seekers—to learn more quickly about new opportunities and get those personal introductions crucial to reaching decision-makers. Maintaining morale is essential in motivating individuals to make those connections.

ProMatch is a career resource center offering professionals a highly interactive program in which ProMatch members exchange information, leads and contacts, and ProMatch "alumni" assist with inside information on company culture, needs and challenges. ProMatch is co-sponsored by NOVA and the California State Employment Development Department, and there is no fee for participation. Members have the use of internet-connected computers, laser printers, telephones, fax, copiers and numerous workshops designed to improve their effectiveness as job seekers. Weekly meetings of the membership feature an open information exchange as well as informative guest speakers. The ongoing interaction with intelligent peers—as well as the realization that one isn't the only competent professional out of work—helps members maintain confidence and motivation, and most members return to work very quickly.

For more information, ProMatch holds a weekly Orientation session on Friday mornings at 10 a.m. You may also call for additional information, 408-736-2391, or visit the ProMatch website at www.promatch.org.

Bulletin Board

LMI Forum

NOVA's 13th Annual Labor Market Information (LMI) Forum is scheduled for Thursday, December 14 from 9-11:30 at the Sunnyvale Community Center. We will release the new 2000 editions of the Santa Clara County Occupational Outlook Report (OOR) and Training Directory.

The OOR features wage and benefit information, skill requirements, growth projections, education and training requirements, and hiring practices information for 25

occupations. This year's study includes occupations such as, Systems Administrators, Medical Assistants, Elementary School Teachers, Computer Programmers, Electricians, and Assemblers.

The Training Directory is a comprehensive directory of Santa Clara County training providers and courses.



Labor Market Information

Education Pays Off

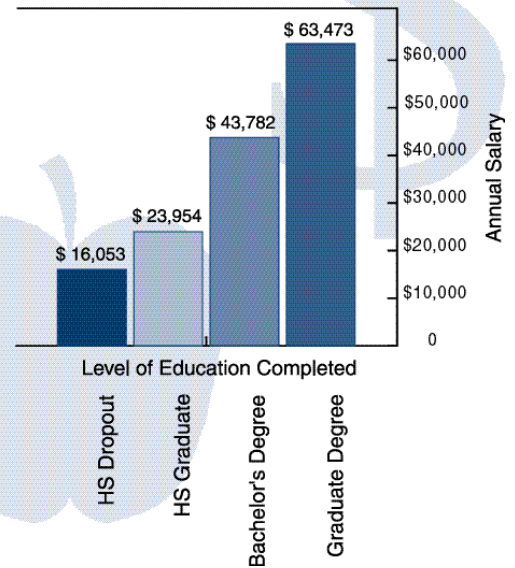
Workers with graduate degrees were paid twice the national average in 1998.

Workers with graduate degrees earned an average of almost \$63,500 in 1998, according to the U.S. Census Bureau. That was four times the figure for employees who dropped out of high school, and it was twice the average for all American workers, \$30,938.

The report found that each step up the educational ladder brought a corresponding salary increase—from dropouts (average of \$16,053) to high-school graduates (\$23,954) to adults with bachelor's degrees (\$43,783) to people with graduate degrees (\$63,473).

The correlation between education and pay was strong for both genders and all racial groups. Men with bachelor's degrees earned 92 percent more than men who didn't advance beyond high school, while female college graduates were paid 76 percent more than women who didn't go to college. The same comparison yielded differentials of 83 percent among whites, 90 percent for blacks and 67 percent for Hispanics.

Link Between Education and Pay



Source: American City Business Journals Inc.,
"Daily Demographics" 10/2/00, www.bizjournals.com

Featured Website



www.calmis.ca.gov

Are you looking for current labor market information? EDD's Labor Market Information Division (LMID) website provides immediate access to information that will assist you to make important business and career decisions. It features information on:

- Occupational and Industry Data
- Employment/Unemployment Data
- Emerging Occupations and Trends
- Wage and Salary Data
- Demographic Information



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