

Feature Article:

NOVA's Labor Market Information Plus Division **Labor Market Information (and Innovation) for the Silicon Valley and Beyond**

NOVA introduced Labor Market Information Plus (LMI+) in 1994. The intended goal of the new project was to help dislocated workers and enhance the labor market information available to Silicon Valley. Seven years later, LMI+ continues to meet its goal and expands the scope of its original charter.

NOVA's LMI+ was recently honored at the 2001 Joint Employment & Training Technology Conference (JETT*CON). The award recognizes LMI+ as being an innovative workforce development program that provides a high-level of access to its community and beyond. The JETT*CON award, rather than signifying the culmination of our LMI+ efforts, instead highlights how LMI+ has evolved into a multifaceted response to today's most pressing Silicon Valley workforce needs.

The most important thread that LMI+ weaves through its many programs and services is that research in and of itself is meaningless. The information gained, and the insights gathered, must be shared and acted upon. The LMI+ mission is threefold: to inform the community, to initiate responses to workforce needs, and to provide innovative solutions that go beyond the expected.

Informing the Community

The LMI+ project delivers a wealth of specialized, localized labor market information. Statistical industry information, in the form of an Occupational Outlook and a Training Directory, is provided annually by the California

Cooperative Occupational Information System (CCOIS), which works in partnership with the counties of Santa Clara and San Mateo. Additional industry-specific reports are provided by the LMI+ investigative team. Traditional research and ethnographic methods are used jointly to

provide an in-depth analysis of an industry that offers future growth and change. However, the research efforts go beyond the typical, as LMI+ seeks to tell the story behind an industry and its occupations.

Taking the Initiative

LMI+ investigations have resulted in the formation of a number of programs that address industry-specific training and personnel needs. One example is the SkillsNet website (www.skillsnet.net) that was established due to the findings of 1999 LMI+ study on e-careers. The LMI+ team discovered that there was a strong demand for visual effects animators and multimedia technicians. LMI+ worked in partnership with the State of California's Employment Training Panel, the Entertainment Industry Development Corporation, and several other public and private organizations to develop SkillsNet. The SkillsNet website serves as a one-stop source for up-to-date information about the digital media and film post-production industries, including specific jobs within the field.

Providing Innovative Solutions

LMI+ has also been successful at developing innovative solutions to community needs discovered through





- Advanced Micro Devices
- Applied Materials
- Biltmore Hotel
- Center for Continuing Study of the California Economy
- Center for Quality of Management
- County of Santa Clara
- Crest Financial Services
- Department of Rehabilitation
- Employment Development Department
- Foothill DeAnza Community College District
- Hewlett Packard Company
- Housing Authority of the County of Santa Clara
- Housing Trust of Santa Clara County
- Icarian, Inc.
- Intel Corporation
- Intuit
- Ironworkers Apprenticeship & Training Program
- Lockheed Martin Missiles & Space
- National Council on the Aging, Inc.
- Network Appliance, Inc.
- Polycom Corporation
- PRI Automation
- San Jose Newspaper Guild
- Santa Clara Unified School District
- Solectron Corporation
- Sun Microsystems, Inc.
- Sunnyvale Chamber of Commerce
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Feature Article: The LMI+ Project

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research. The Career Ladders program was designed to benefit a specific portion of the population that is typically not addressed by traditional labor market research—low wage workers seeking career advancement opportunities. Developed in partnership with the David & Lucile Packard Foundation, Career Ladders provides useful career planning information and illustrates how carefully selected entry-level

opportunities can lead to self-sufficiency.

LMI+ continues to deliver quality labor market information and workforce development solutions. Through targeted industry information and programs, LMI+ continually responds to the ever-changing workforce needs of Silicon Valley and influences communities beyond our border to invoke their own effective workforce solutions.

CONNECT!

Collaborative Adds
Three New Partners

CONNECT! is a collaborative of partner organizations offering a wide range of workforce development services. Their mission is to link employers and job seekers with human resources, training, and career and business development to further the economic growth of Silicon Valley businesses and its workforce. With the addition of three new partners, the CONNECT! collaborative offers one-stop access to the services of 30 workforce development organizations.

The Career Action Center, Job Corps, and the Housing Authority of the County of Santa Clara have joined CONNECT! which operates under the auspices of the NOVA Workforce Board. The collaborative acts as a referral service, linking businesses and job seekers to organizations offering the services they need.

The three new partners were introduced to CONNECT! members at a quarterly stakeholders meeting. These meetings serve as networking events for the partners, enabling them to share vital information and thus streamline services for CONNECT! customers.

The **Career Action Center** is a non-profit organization providing career information, education, coaching, and support services.

Job Corps is a federally funded education and vocational training program that serves low-income young adults. Participants choose from 28 vocational training programs and may also earn a GED or high school diploma.

The Housing Authority of the County of Santa Clara is a public agency that administers federal funds from Housing and Urban Development for public housing and the Section 8 rent subsidy program. It also builds and manages low-income housing complexes.

These new partners increase the broad range of services available to businesses and job seekers. CONNECT! business services include:

- Customized training
- Outplacement programs
- Career development
- Recruitment and staffing services
- Employee retention programs
- Business consulting services
- In-depth labor market information
- Videoconferencing
- Patent and trademark services

The CONNECT! Business and Career Campus is located at 420 S. Pastoria Avenue in Sunnyvale.

For more information about CONNECT! services, call (408) 522-1030, send e-mail to connect@novaworks.org, or view the CONNECT! website at: <http://connect.one-stop.org>

NOVA Program

Sentinels of Silicon Valley



NOVA's Rapid Response Gives Dislocated Employees and Businesses a Sense of Consolation

Layoffs and downsizing can be very stressful to the entire dynamics of a company. Poor decisions during the transformation can damage a company's external and internal reputation. The services provided by NOVA's Rapid Response team help reduce the pressure associated with organizational shifts. Foregoing the standard cookie-cutter mold of common consulting organizations, NOVA's Rapid Response professionals tailor services to the specific needs of businesses and employees. Dedicated to long-term commitment, NOVA protects the welfare of the workers in the Valley without compromising the company's primary interests.

NOVA understands the emotional and financial stress that occurs during the process of staff reduction. Within 24 hours of receiving a downsizing or closure notification, NOVA's Rapid Response professionals set in motion. They coordinate efforts with the California Employment Development Department, the Department of Commerce, and other California business retention programs, as well as local governments, to provide area businesses and employees with information regarding benefits and services available to them. These services are provided to dislocated employees through a combination of federal and State funding. By

accessing grants, federal programs, and State services, NOVA significantly reduces downsizing expenditures while guiding dislocated workers toward practical, effective re-employment assistance. Rapid Response professionals meet directly with workers to advise them of the full range of state benefits and NOVA re-employment services available. Career transition centers can be established at the employer's work site to introduce displaced employees to new job or career opportunities. These centers offer career counseling, skills assessment and job search resources at convenient hours best suited to the needs of the employees and the company. NOVA personnel will remain on-site if the company cannot provide staff to run the career center. NOVA has staffed several career transition centers for Silicon Valley companies, including Amdahl, United Defense, and Lockheed-Martin. By concentrating on real solutions to the most complex and challenging problems, NOVA's Rapid Response professionals help businesses and employees succeed through transition.

For more information about business downsizing and employee outplacement services provided by NOVA, please call (408) 730-7232, or check the website at www.novaworks.org.

Bulletin Board

Upcoming Events!

The NOVA Workforce Board presents the 11th Annual CONNECT! Awards Luncheon on September 26, 2001 at the Santa Clara Convention Center. This highly acclaimed event celebrates the remarkable achievements and success that NOVA graduates have attained due to the services provided by CONNECT! The event also highlights the success of the CONNECT! collaborative and honors outstanding community partners. Television personality and community contributor Fred LaCrosse will be serving as Master of Ceremonies. CONNECT! partners will exhibit their organization's services. You must register by calling Rose DiSalvo at (408) 730-7240.

The Labor Market Information Plus (LMI+) Healthcare Forum is scheduled for October 3, 2001 from 9:30 a.m. to 12 noon at the Santa Clara Convention Center. The latest research study, *Healthcare 2001: Pulse of The Valley*, will be presented at this conference. Silicon Valley's increased demand for healthcare services has opened the door to employment opportunities. This forum will reveal the career paths to the hottest healthcare occupations while promoting critical discussions between the community's business and education sectors.



Labor Market Information

Employment Continues to Drop in July

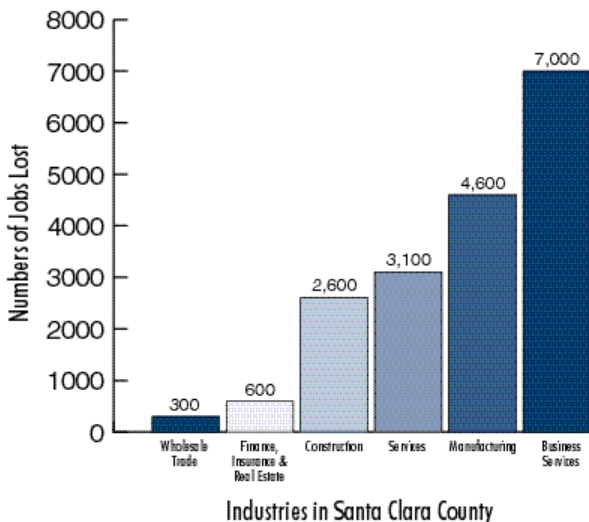
According to the Labor Market Information Division of the Employment Development Department, the unemployment rate in Santa Clara County more than doubled this past year, growing from 2.2 percent in July 2000, to 4.7 percent in July 2001. In one month (from May to June 2001) the rate increased by one percent! Also since July 2000, Santa Clara County's employment decreased by 8,700 jobs—6,700 of those jobs were lost between June and July 2001!

The Rapid Response Team at NOVA estimates (in our workforce area*) for the month of July there were 4 company closures and 6 companies reducing their workforce, leaving a total of 1,099 people without jobs. Manufacturing, one of the hard-

est hit sectors, dropped 4,600 jobs in the last year, with 2,400 of those occurring in the last month. Other industries that suffered employment loss include services, business services and construction. Business services, which includes software developers and temporary employment agencies, lost 7,000 jobs since last July, and services lost 3,100.

On the other hand government, farm employment (seasonal), and retail trade are a few of the sectors that gained employment. Government (mostly local) had the highest gain of 1,600 jobs. Farm employment (seasonal) came in second at 900 jobs, and retail trade had the next highest gain of 800 jobs since July 2000.

Number of Jobs Lost in Santa Clara County from July 2000 to July 2001



*Cupertino, Los Altos, Milpitas, Mountain View, Palo Alto, Santa Clara, Sunnyvale

Source: California Labor Market Information (EDD), www.calmis.ca.gov

Featured Website



www.careerladders.org

Careerladders.org – Job seekers can begin to climb the ladder of success by visiting this website for comprehensive labor market information. The site offers career information including skill and training requirements and wage details for selected occupations in Santa Clara, San Mateo, Monterey and Santa Cruz counties. In addition, job seekers can get an idea of a typical day on the job by reading the unique Star Profiles of career professionals. Other highlights include job search tips, training resources by county, the employment outlook and links to other NOVA labor market studies. The valuable information included in this website and the useful one-stop format combine to make this a website worth investigating.



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