

Workforce Innovations

November/December 2001

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

Feature Article:



NOVA Workforce Board Hosts 11th Annual Awards Luncheon

NOVA's annual awards luncheons have always been positive, uplifting events. This year's eleventh annual event on September 26 was no different in that respect. But, its very existence meant more to the attendees and the honorees because all were still recovering emotionally from the devastating events of September 11. It felt good to celebrate... to laugh... to applaud.

And there was much to celebrate: the accomplishments of the 33-partner CONNECT! collaborative, the successes of 11 alumni award winners, and the exemplary community service efforts of three business partners.

Veteran TV news anchor Fred LaCosse returned for his fourth year as Master of Ceremonies. Looking around the packed and brightly decorated ballroom at the Santa Clara Convention Center he said, "It's good to see the smiles on the faces here."

This year's event, dubbed "CONNECTIONS!," honored the achievements of NOVA clients as well as those of other CONNECT! partner clients.

The award winners came from all levels of the workforce. They included:

- A high school drop-out now working for a catering company and entering college
- A retail clerk who became a software quality assurance engineer
- A homeless Vietnam veteran now working as a night telephone operator
- A Vietnamese refugee supporting her family as a cable installer

- A laid-off small business employee who obtained computer skills and now works for a school district
- A Russian immigrant physicist who became a process engineer

Though their paths to success differed, all of them had one thing in common: they found the employment help and training they needed through the NOVA Workforce Board's one-stop workforce development system, CONNECT! Some were assisted by more than one CONNECT! partner. The Vietnamese refugee, for instance, enrolled in Employment Connection and found work as an assembler, then she entered NOVA's Wanting to Work program and received training in basic electronics and ESL. Her experience clearly demonstrates the advantage of a coordinated and streamlined one-stop service delivery system.

Receiving Outstanding Community Partner Awards were the David and Lucile Packard Foundation (for supporting the Youth@Work website, Santa Clara County Self-Sufficiency Centers, and Career Ladders), Sun Microsystems, Inc., (for funding the System Administration Training and Employment Program), and University of California Cooperative Extension (for providing classes in budgeting, nutrition and goal setting for homeless, at risk, and low income individuals).

Preceding the awards' presentations were opening remarks from Sunnyvale Mayor Jack Walker, Milpitas Mayor Henry Manayan, and NOVA Workforce Board Chairperson Clare Phillips.



- Advanced Micro Devices
- Applied Materials
- Biltmore Hotel
- Center for Continuing Study of the California Economy
- Center for Quality of Management
- County of Santa Clara
- 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
- University of California, Santa Cruz

Clare Phillips,
Chairperson

John Love,
Vice Chairperson

Barbara Malaspina,
Vice Chairperson

Michael Curran,
Director

CONNECT!

The Job Corps Opportunity

Providing Skills to Disadvantaged Youth Since 1964

Job Corps, a public-private partnership administered by the Department of Labor, is the nation's largest residential education and job training program for youth ages 16 to 24. Since 1964, Job Corps has provided academic, vocational, and social skills training to 1.9 million disadvantaged youth.

The impact of Job Corps on disadvantaged youth is substantial. More than 75 percent of Job Corps students obtain a successful placement through employment, additional training, or by joining the military. Part of the success of Job Corps is its unique "holistic" training approach in which a variety of skills are offered in a residential environment that is conducive to learning.

In order to be admitted to Job Corps, a number of eligibility requirements must be met. Potential applicants are interviewed and required to go through a background check to ensure eligibility. Job Corps has a "zero tolerance" policy for drugs and violence and applicants sign a pre-admission agreement promising compliance with the policy. If eligibility is approved, the applicant is assigned to the nearest center offering the training he or she is interested in. Once assignment is complete, travel arrangements are made so that the newly enrolled student arrives safely at training.

The Job Corps program is open-ended and self-paced. There is no set timeline for students and

their length of stay can range from six months to two years. Training consists of several components, including the following:

- Orientation, in which Job Corp rules are explained and individual educational and vocational needs are assessed
- Academic training, which includes programs leading to the GED credential
- Vocational training, in such areas as carpentry, health occupations, and computer science
- Social skills training to help students maintain positive interpersonal relationships
- Advanced training opportunities consisting of academic partnerships with local colleges, work experience programs, and career training through extension programs
- Other educational opportunities including health education, cultural awareness, and driver's education

The Job Corps program provides valuable services to disadvantaged youth. Nearby Bay Area centers are located in San Jose, Sacramento, and on Treasure Island in San Francisco. More information can be gained by calling 1-800-733-JOBS (1-800-733-5627) or through the Job Corps website at www.jobcorps.org.

New Program

TechForce

NOVA, the San Mateo County Workforce Investment Board, and the Employment Training Panel are partnering on a workforce development project that addresses the need for information technology skill upgrades of workers. Known as TechForce, the program will provide workers of small businesses (those with less than 100 employees) with entry-level to advanced-level information technology skills, providing the ability to grow our local workforce. Funding from the Employment Training Panel will support the project. TechForce will serve the employees of businesses located in

Cupertino, East Palo Alto, Los Altos, Menlo Park, Milpitas, Mountain View, Palo Alto, Santa Clara, and Sunnyvale. The TechForce project will benefit both small businesses and employees in the community. It will provide workers with skill upgrades and career advancement opportunities in information technology, while allowing small businesses to remain competitive and keep their workers employed during the current economic climate. For more information, please contact Heidi Anderson at NOVA at (408) 730-7232.

NOVA Program

Pulse of the Valley

LMI + Study Highlights Nursing Shortage

NOVA's Labor Market Information Plus (LMI+) released its 14th industry study at a forum event on Wednesday, October 3, 2001 at the Santa Clara Convention Center. The event was marked by the attendance of Santa Clara City Vice Mayor Aldyth Parle and the Hospital Council of Northern and Central California's Regional Vice President Barbara Harrelson. The forum focused on the great need for patient care workers and featured the release of *Healthcare 2001: Pulse of the Valley*. The report, an update to a study of the healthcare industry done in 1997, focuses on the scope of patient care careers and time relevant industry trends such as managed care, technical advances, legislation, and the current skilled labor shortage.

The State of California has the lowest number of Registered Nurses (RN's) per 100,000 population. Santa Clara County has fewer than 500 RN's per 100,000 population as compared to the national average of 798. California will need 60,000 RN's to keep pace by the year 2020. The future demand for qualified healthcare workers has intensified as baccalaureate enrollments decrease, the current nursing population ages, and turnover and retirement rates increase. Several initiatives and

collaboratives have been established to respond to the industry's growing workforce concerns.

Kaiser Permanente's Health Care Career Ladders program is just one of the solutions created to reduce the intensity of shortages in patient care. Funded by the U.S. Department of Labor, the program promotes career mobility within the field's complex structure by offering candidates condensed employer-specific training in acute care nursing. According to Elizabeth Brashers, Program Manager at Kaiser Permanente all graduates from the program are guaranteed a benefited position and encouraged to take advantage of further career training.

The LMI+ forums serve as a platform for job seekers, employers, educators, and training providers to communicate openly about pertinent workforce issues and to form integrated networks that provide effective solutions to industry concerns. To receive a copy of *Healthcare 2001: Pulse of the Valley* or any other LMI+ industry report, or to receive invitations to future industry forums, please contact NOVA at (408) 730-7232.



Bulletin Board

Upcoming Move!

Sc[i]³ Patent and Trademark Library is scheduled to return to the Sunnyvale Public Library in January 2002. Preparations are underway now at the library to locate the patent and trademark reference area adjacent to the current Library Reference/Information Center. Sc[i]³ is a member of the CONNECT! Business and Career Campus, the one-stop partnership of organizations providing services to businesses and job seekers in Silicon Valley.

Key patent and trademark services will continue at this new location. These include:

- Internet access to U.S. Patent Trademark Office (USPTO) patent and trademark databases, plus the Examiners Automated Search Tool (EAST), which provides speedy and sophisticated electronic access to patent documents
- Seminars, training and workshops for targeted users

of intellectual property information such as new inventors, paralegals, marketers and patent attorneys

- Reference assistance for do-it-yourself patent and trademark searches, plus fee-based assisted searches from PTO-trained professionals
- Resources for researching marketing strategies, preparing business plans, and identifying venture capital sources

Contact: Mary Walsh, Supervising Librarian

Sunnyvale Public Library

665 West Olive Ave.

Sunnyvale, CA 94086

(408) 730-7386

website: www.sci3.com

Open Hours: Tuesday through Friday 9am-5pm; Saturday

12pm-5pm.

Labor Market Information

Healthcare Employment Projections

From service workers who clean the hospital floor to registered nurses who patrol it, the demand for patient care providers of all skill levels is expected to grow over the next few years. There are two explanations for this high demand. The first is that as the Baby Boomer generation enters its golden years, there will be a greater need for age-related medical treatment. The greatest need is for professionals that generally cater to the elderly; home health aides, occupational therapists, and respiratory therapists.

The other explanation for the increased demand in patient care careers is a high turnover rate within the current workforce. Currently, every surveyed medical center in Silicon Valley anticipates needing to replace its entire staff within the next decade. This high turnover is especially evident for Registered Nurses, as 20 percent of RN's intend to retire within the next five years. Even those not immediately considering retirement will soon be approaching retirement age—the average California Registered Nurse is 43 years old.



Santa Clara County Occupational Employment Projections 1997–2004

Occupational Title	Annual Averages 1997	Annual Averages 2004	Percent Change
Emergency Medical Technicians	890	1,380	55.1%
Home Health Aides	570	1,060	86.0%
Medical Assistants	1,610	2,390	48.4%
Medical Records Technicians	550	820	49.1%
Occupational Therapy Assistants and Aides	120	220	83.3%
Physical Therapists	460	630	37.0%
Respiratory Therapists	510	790	54.9%

Source: www.lmi.ted.csi.cup.edu/reports/tb6.asp

Featured Website



CalJobs, a free service provided by the Employment Development Department, is an easily accessible website serving as a valuable pool of resources for the job seeker. This user-friendly tool guides those with little or no computer/typing experience through the various job search processes with ease. By logging on to CalJobs, you will obtain a PIN number and password that will enable you to search thousands of job openings ranging from entry to executive level, both locally and statewide. Once you have found positions you are qualified for, you can instantly apply for those jobs by sending an electronic resume that CalJobs helps you create. CalJobs is available at EDD Job Service Offices, such as the office at 420 S. Pastoria Avenue, at educational sites, at local employment and training organizations, and on the Internet 24 hours a day, seven days a week.



505 West Olive Avenue, Suite 550
Sunnyvale, CA 94086-7632
(408) 730-7232
www.novaworks.org



Presorted
First Class
U.S. Postage
PAID
Permit #112
Sunnyvale, CA