

## Feature Article:

### **Governor Davis Visits NOVA Announces Job Training Grants**



Governor Gray Davis came to Sunnyvale on November 19, 2001 to announce his investment in the California workforce. He revealed that \$38.9 million in grants will be distributed to help dislocated workers find employment.

Governor Davis stated that he chose NOVA specifically as the site for his announcement because he wanted to personally congratulate NOVA "on doing a really good job over a long period of time."

Of the \$38.9 million, \$24.7 million is for statewide Rapid Response grants, administered by the Employment Development Department. Rapid Response funds allow local workforce agencies to provide direct assistance to businesses at times of downsizing. They also allow local areas to develop information and processes to help dislocated workers in their job transition.

The remaining funds totaled \$14.2 million and are earmarked for two job training grants in Silicon Valley, where the unemployment rate has grown most dramatically. Of the \$14.2 allocated, NOVA has been awarded \$7 million for the continuation of its Skills Testing • Assessment •

Reemployment (STAR) Program and the remainder will be administered by the City of San Jose/Silicon Valley Workforce Investment Board on behalf of an eight county collaborative effort to provide retraining for dislocated high-tech workers throughout the bay area.

The STAR program provides services for dislocated workers who need additional skills training to be competitive in the job market. Operating since 1989, this program has helped an estimated 15,000 people become reemployed.

Governor Davis noted that these grants are "for all the casualties of unemployment. They're targeted not just to the dot-commers but to those in hospitality jobs who have been affected by the economic downturn."

He also announced an initiative to encourage high-tech workers to become educators. A total of \$1.6 million has been set aside to train up to 200 new math and science teachers. This training is available to both unemployed and employed high tech workers. For more information, visit [www.novaworks.org/nova/teachertraining.html](http://www.novaworks.org/nova/teachertraining.html)

Funds for these grants and the math and science teacher initiative are drawn from the Governor's 25% Dislocated Worker Services portion of Title I of the federal Workforce Investment Act.

For more information call NOVA at (408) 730-7232 or visit [www.novaworks.org](http://www.novaworks.org)



- Advanced Micro Devices
- Analog Devices, Inc.
- 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
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# NOVA Program

## Santa Clara County 2001 Occupational Outlook Report

The 13th Annual Santa Clara County Labor Market Information Forum was held at AMD in Sunnyvale on December 13, 2001. The meeting was highlighted by the release of the 2001 Santa Clara County Occupational Outlook Report and the 2001 Training Directory.

Clare Phillips, Chair, NOVA Workforce Board, welcomed everyone to AMD and gave an overview of NOVA. Rob Gamble, Program Manager at NOVA, reported on the past, current, and future economic conditions in Silicon Valley. Also presenting was Nanda Schorske, Senior Consultant representing Workforce Silicon Valley. She discussed their current study on how to make IT careers more attractive to non-traditional populations, most notably younger women.

The Santa Clara County Occupational Outlook Report is produced as part of a statewide project called the California Cooperative Occupational Information System (CCOIS), and is a partnership between the Employment Development Department and NOVA. This annual study is conducted to provide accurate labor market information to employers, job seekers and educators in order to improve the match between labor needs and the skills of job seekers. The Training Directory compliments the Occupational Outlook Report by focusing on information regarding Santa Clara County training providers.

This report focuses on the Santa Clara County labor market and includes information on occupational size, wages, benefits, expected growth rate and employment trends for 25 occupations ranging in educational and skill requirements. According to the employers surveyed, the most difficult positions to fill are Automotive Mechanics, Dental Hygienists, Physical Therapy Assistants, Respiratory Care Practitioners, and Teachers - Special Education. On the other hand,

they stated that it is not difficult to recruit Internet Web Site Designers/Developers (Webmasters). Occupations found to have a high turnover rate are Receptionists (63.6%), Home Health Aides (48.3%) and Physical Therapy Aides (38.7%). Positions with lower turnover rates include Integrated Circuit Layout Designers (3.2%), Automotive Mechanics (3.4%), Sales Representatives (4.1%) and Medical Records Technicians (5.5%).

Employers also reported their most successful recruitment sources are newspaper ads, employee referrals, internet, and school/program referrals. Other methods they have found useful are job fairs, word-of-mouth, recruiters, internships and cold calling.

Occupations with above average growth, as projected by the Labor Market Information Division's Forecast Tables, are Home Health Aides (86.0%), Computer Support Specialists (57.9%), Respiratory Care Practitioners (54.9%), Physical Therapy Aides (51.2%) and Physical Therapy Assistants (51.2%). Two occupations projected to grow slower than average are Automotive Mechanics (16.7%) and Sales Representatives (12.8%).

If you would like a copy of the Occupational Outlook Report or the Training Directory, or to register for information on future forums, call NOVA at (408) 730-7232.



## CONNECT!

### Partner Sponsors Job Placement Triage Meeting



The sagging economy has created many casualties and almost no individual or business has been left unaffected. Dislocated workers currently generate the greatest demand for NOVA services, and their population increases exponentially as time passes.

West Valley College, one of the CONNECT! Partners, recently offered an information sharing opportunity to generate new strategies for accommodating job seekers. Held on December 12th at West Valley, meeting attendees included many workforce development professionals including employment counselors, job developers, and job placement advisors.

The goal of the meeting, according to Cecile Cummings of West Valley, was to have various agencies share information regarding the strategies utilized to help the large number of unemployed professionals in Silicon Valley. The number of available job opportuni-

ties is shrinking as the unemployed population rises, creating a unique workforce challenge. As such, Cummings relates that the intended purpose of the meeting was to share information about what counseling, referrals, and knowledge workforce agencies are providing to dislocated workers. The meeting attendees discussed the issues faced by laid-off workers; resources for networking, support and job search strategies; job growth areas; and counseling and language diversity resources.

The workforce professionals expressed an interest in future meetings to share information on resources available for clients. In addition, a booster session in crisis counseling skills is planned for early February to assist counselors in dealing with the personal and emotional needs of their current client base.

## Bulletin Board



### Listening to Customer Values

Continuing to dedicate organizational practices to the principles outlined in the Malcolm Baldrige Performance Excellence Criteria, the NOVA Workforce Board is implementing a "Voice of the Customer" initiative to measure customer satisfaction and expectations of services provided by NOVA. Interview results and data collected from this initiative will be presented to the NOVA Board at a retreat scheduled for January 30. Using the Center for Quality Management's Language Processing Method as a basis, Board members will analyze the four Language Process Diagrams to capture the data collected from NOVA's diverse aggregate of job seekers and businesses. Members will also examine and propose a plan for how the "Voice of the Customer" results can be incorporated into the NOVA Board's overall strategic planning process.

### NOVA Provides Incumbent Worker Training to Businesses

NOVA often has numerous training opportunities and services available, from connecting businesses with educators to no-cost training options. Current training opportunities include the TechForce Training Initiative and the Skills Gap Grant. TechForce is funded through a \$530,740 agreement with the Employment Training Panel, and provides no-cost advanced IT training to employees of companies who have less than 100 workers. Ultimately, 400 Bay Area workers will be served through TechForce. NOVA also recently received \$2.9 million from the Department of Labor for its Skills Gap Grant. Designed to provide high-level training in occupations where skill shortages exist, the Skills Gap Grant provides opportunities to 425 dislocated and incumbent workers. Please call NOVA at (408) 730-7232 for information on the valuable training opportunities that exist to make your employees, and your business, more successful!

# Labor Market Information

## 10 Fast Growing Occupations in Santa Clara County Divided Along Gender Lines

Men work well with their hands; women work well with people. While there are clearly many exceptions to this stereotype, it is still interesting to note that many of Santa Clara's fastest growing occupations are deeply divided along gender lines.

As the statistics on the chart indicate, Sheet Metal Duct Installers, Telephone and Cable TV Line Installers and Repairers and Computer Support Specialists are overwhelmingly male dominated occupa-

tions. These occupations are heavily dependent on technical knowledge and skill with machines. Although customer service and human interaction are part of these jobs, they are generally considered to be less of a priority.

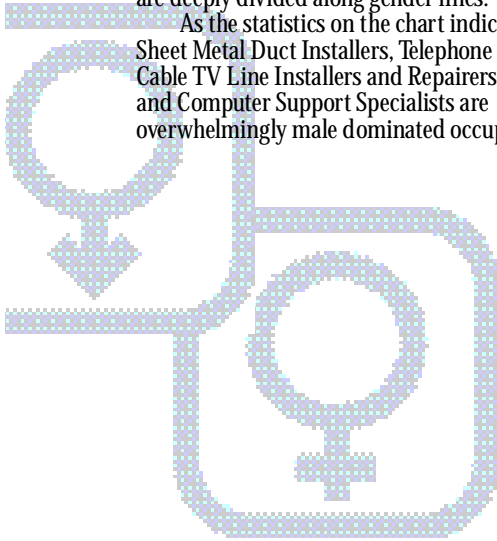
On the other hand, women largely dominate caregiver occupations such as Home Health Aides, Occupational Therapists, and Special Education Teachers. While they all require a certain

degree of technical savvy and physical strength (moving a patient, taking blood pressure, etc.), effective communication and nurturing skills are critical in order to perform the job effectively.

All of the charted careers have a much higher-than-average projected growth for Santa Clara County, and there is a wealth of opportunity for job-seekers of all educational levels, male and female.

Occupation	Projected Growth 1997-2004	Gender Breakdown	
		Male	Female
Sheet Metal Duct Installers	48.6%	91%	9%
Telephone and Cable TV Line Installers and Repairers	49.3%	94%	6%
Computer Support Specialists	57.9%	79%	21%
Public Relations Specialists and Publicity Writers	43.0%	31%	69%
Physical Therapy Assistants	51.2%	25%	75%
Teachers-Special Education	45.9%	20%	80%
Home Health Aides	86.0%	13%	87%
Occupational Therapists	48.6%	9%	91%
Speech-Language Pathologists	37.8%	7%	93%
Dental Hygienists	40.3%	7%	93%

Source: Santa Clara County Occupational Outlook Report 2001



## Featured Website

**Calmis**  
www.calmis.ca.gov

Are you a job seeker looking for tips on how to prepare for and find a new job? Are you an employer researching local wage and salary information? Check out the wide variety of current local and statewide labor market information that can be found on Calmis, the State's Labor Market Information Division's web site.

Job seekers will find an array of useful resources such as occupational guides, job listings, EDD job seeker services, and local training providers. Businesses will find useful information such as current unemployment rates, employment by industry and labor market information.

In order to remain up-to-date on labor market information, sign up to receive the monthly LMI e-Newsletter that contains additions to the LMI website, new product and data releases, as well as notification of upcoming special events.



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