

We are pleased to provide you with this issue of the *NOVA Workforce Index*. Formerly titled the *NOVA Report to Consortium Cities*, this biannual report provides a summary of NOVA services provided to the residents and businesses of Cupertino, Los Altos, Milpitas, Mountain View, Palo Alto, Santa Clara, and Sunnyvale as well as a snapshot of workforce and demographic data for this seven-city region.

California's workforce investment system is preparing workers to succeed in the 21st century labor market, positioning California businesses to maintain their competitive advantage with the highly trained and technical workforce necessary in today's global economy.

Under the direction of its workforce board, the North Valley (NOVA) Job Training Consortium provides workforce development services to seven cities in northern Santa Clara County—the core of Silicon Valley.

Through the collaborative CONNECT! One-Stop Center, NOVA provides training, counseling, information, and other resources to workers in order to prepare them for jobs in green technology, health care, information technology, and many other occupations and industries particularly relevant to Silicon Valley.

One of the ways in which NOVA provides a unique benefit to our local communities is through the personalized counseling our clients receive. On a daily basis, individuals are building their skills and finding new paths to employment by accessing NOVA's programs and services, and their comments support the value that NOVA brings to the broader community:

" I would like to thank NOVA staff for all the help in updating my skill set and regaining my confidence. Just being in the CONNECT! Center and receiving the training and networking kept me going."

—Palo Alto resident

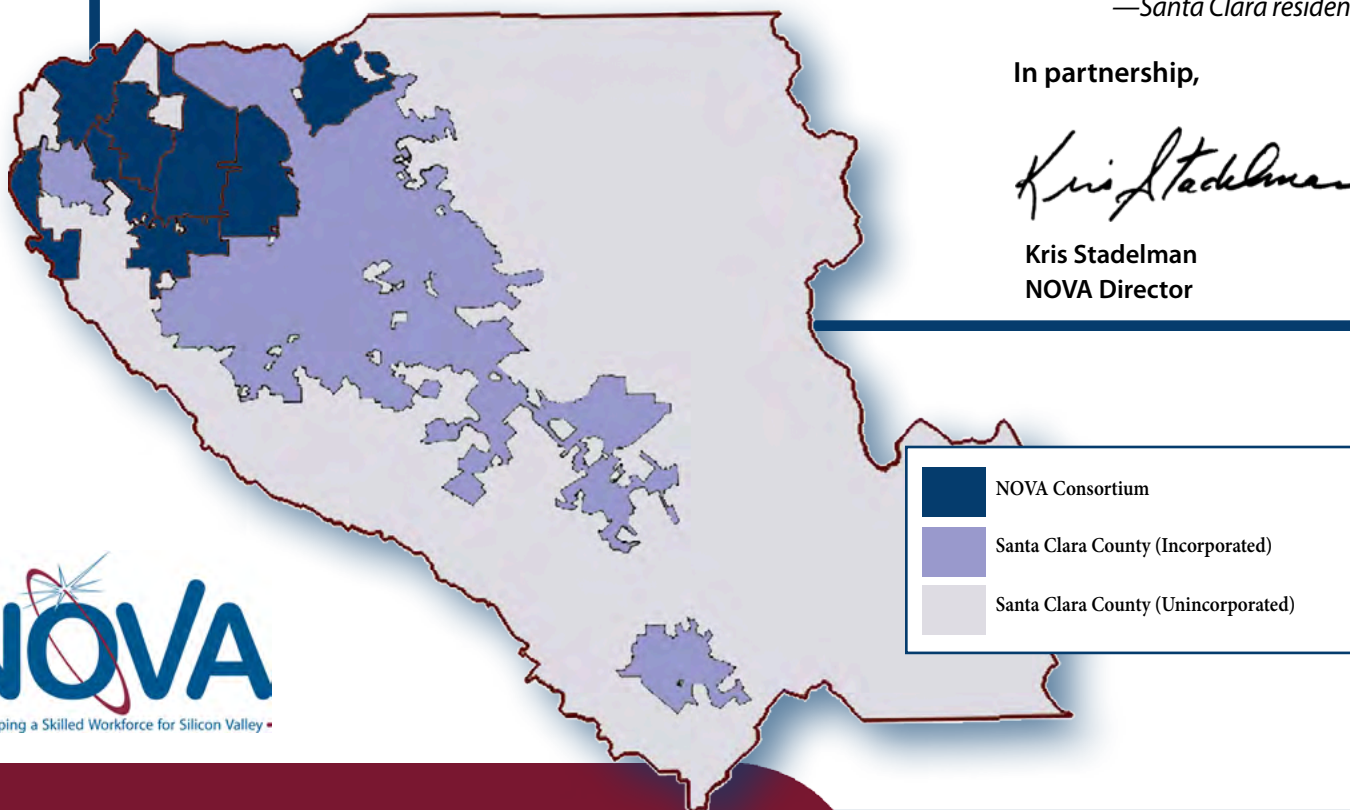
" I am grateful that I will be able to use your tools for my current and future job search."

—Santa Clara resident

In partnership,



Kris Stadelman
NOVA Director



NOVA Client Data¹

NOVA Client Data reflects NOVA services provided to the residents and businesses of NOVA's seven consortium cities — Cupertino, Los Altos, Milpitas, Mountain View, Palo Alto, Santa Clara, and Sunnyvale — between July 2009 and June 2010.

Job-Search Services

General Public

Consortium residents newly registered	4,508
Total consortium residents accessing services	7,959
Count of services accessed:	108,412
• Consortium residents accessing drop-in career advising	6,617
• Consortium residents attending job-search workshops	2,055

ProMatch (Professional networking program)

Total consortium residents enrolled	185
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Youth@Work (Job referral program for ages 16–24)

Consortium youth receiving employment counseling	484
Consortium youth attending job-preparedness workshops	664

Workforce Investment Act (WIA) Programs (eligibility-based)

Consortium residents enrolled in WIA adult programs	4,490
Consortium residents enrolled in WIA youth programs	338

American Recovery & Reinvestment Act (ARRA) Funding

ARRA funding invested in training for NOVA clients	\$ 1,488,487
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Business Services

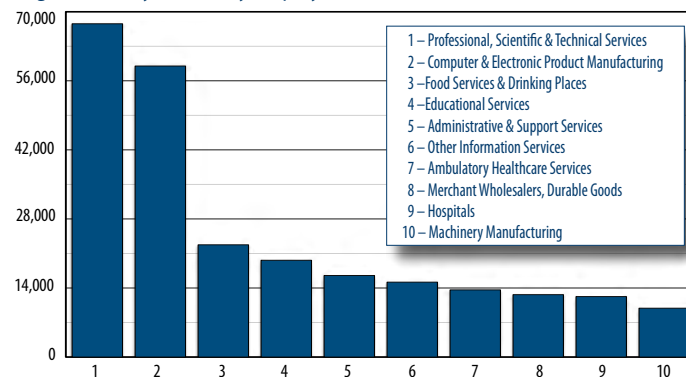
Consortium companies receiving pre-layoff assistance	57
• Workers affected by layoffs at consortium companies	4,599

EDD's Labor Force Data⁴

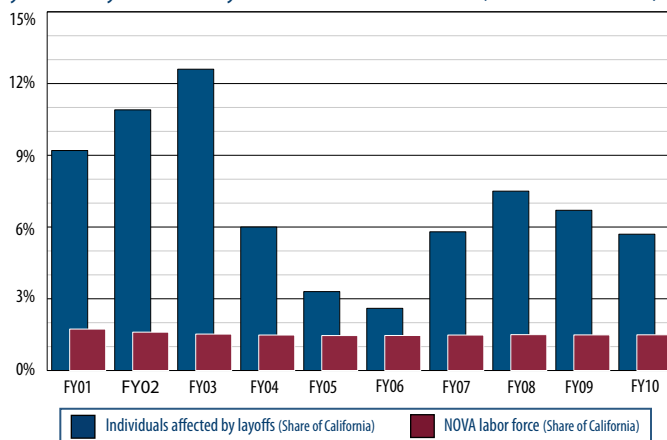
Labor Force Data provides the number of consortium residents employed and unemployed in June 2001 and June 2010, and the changes reflected in this nine-year span.

Labor force (2001)	297,000
Labor force (2010)	272,800
Change in labor force (2001–10)	– 24,200
Percent change (2001–10)	– 8.1 %
Employed (2001)	285,500
Employed (2010)	248,100
Change in employed (2001–10)	– 37,400
Percent change (2001–10)	– 13.1 %
Unemployed (2001)	11,500
Unemployed (2010)	24,700
Change in unemployed (2001–10)	+ 13,200
Percent change (2001–10)	+ 114.8 %
Unemployment rate (2001)	3.9 %
Unemployment rate (2010)	9.1 %

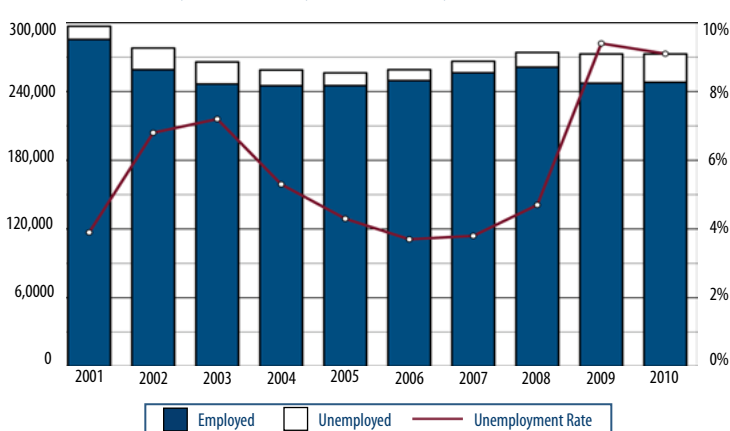
Largest Industry Sectors by Employment (NOVA Consortium)²



Layoff Activity: Share of Layoffs & Share of Labor Force (NOVA Consortium)³



Labor Force: Employed, Unemployed & Unemployment Rate (NOVA Consortium)⁴



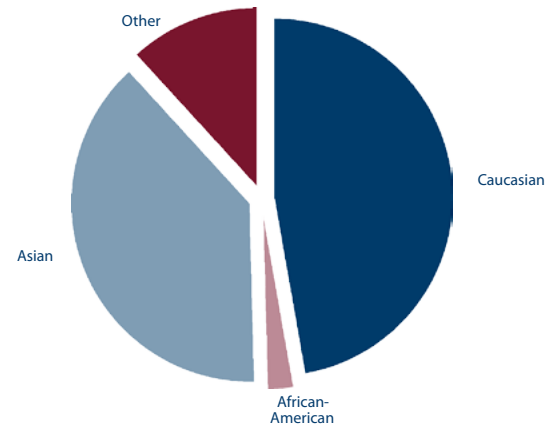
- NOVA Management Information Systems (2010)
- U.S. Census Bureau, Local Employment Dynamics (Avg. quarterly employment: Q4 2008–Q3 2009)
- California Employment Development Dept., WARN data (2010)
- California Employment Development Dept., Labor Market Information Division
- U.S. Census Bureau, American Community Survey (consortium cities; 2006–08/2008)
- California Dept. of Finance (2010)

The data sets displayed on this page provide demographic, social, and economic information and the respective changes over time. When data is not available for the seven-city consortium, county-level data is used. New census data will be available for all geographies in Spring 2011.

Demographic Characteristics ⁵

Population (2001) ⁶	509,303
Population (2010) ⁶	557,321
• <i>Change in population (2001–10)</i>	+ 48,018
• <i>Average annual growth rate (2001–10)</i>	+ 1.0 %
Projected population (2015) ⁷	593,500
Projected population (2030) ⁷	666,100
• <i>Projected average annual growth rate (2015–30)</i>	+ 0.8 %
Estimated daytime population (2000) ⁸	681,846
Working-age population (age 15–64)	371,100
Median age ⁹	37.0
Share of population under age 18 ⁹	24.2 %
Share of population 65 and older ⁹	10.9 %
Gender ratio [Male : Female] ⁹	1.00 : 0.95
Hispanic/Latino ethnicity ⁹	26.0 %

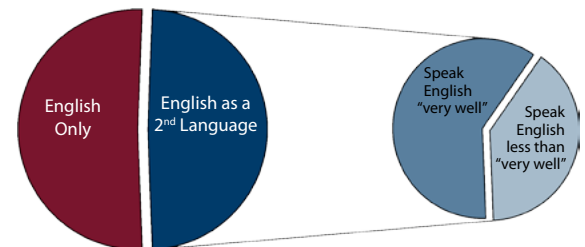
Racial Distribution (NOVA Region, 2006–08) ⁵



Social Characteristics ⁵

Educational attainment (cumulative share of population 25+)	
• <i>High school diploma or equivalent and higher</i>	91.7 %
• <i>Bachelor's degree and higher</i>	57.6 %
• <i>Graduate/Professional degree and higher</i>	28.3 %
Individuals with a disability (population aged 26–64) ¹⁰	41,121
• <i>Share of these individuals employed</i>	66.2 %
Foreign-born (share of total population)	41.4 %
• <i>Share of these individuals entering U.S. 2000 or later</i>	34.3 %

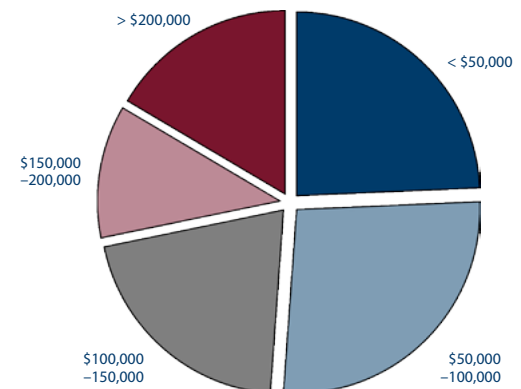
Language Spoken at Home (NOVA Region, 2006–08) ⁵



Economic Characteristics ⁵

Median household income ⁹	\$ 88,846
Average household size ⁹	2.95
Median earnings by gender:	
• <i>Male full-time, year-round workers</i> ⁹	\$ 68,538
• <i>Female full-time, year-round workers</i> ⁹	\$ 51,603
Per capita income ⁹	\$ 40,752
Federal poverty threshold (family of four, 2009) ¹¹	\$ 21,756
• <i>Share of families below poverty line</i> ⁹	5.0 %
• <i>Share of individuals below poverty line</i> ⁹	7.4 %
Consumer Price Index (San Francisco-Oakland-San Jose) ¹²	
Consumer Price Index (June 2001)	190.9
Consumer Price Index (June 2010)	228.1
• <i>Change in Consumer Price Index (2001-10)</i>	+ 19.5 %

Household Income Distribution (NOVA Region, 2006–08) ⁵



7. Association of Bay Area Governments (ABAG), Projections 2007
 8. U.S. Census Bureau, Estimated Daytime Population (2000)
 9. U.S. Census Bureau, American Community Survey (Santa Clara County, 2008)
 10. U.S. Census Bureau, Census 2000
 11. U.S. Census Bureau, Census 2009
 12. U.S. Bureau of Labor Statistics (Benchmark: 1982–84 = 100.0)

Developing a skilled workforce for Silicon Valley

About NOVA

NOVA is a nonprofit, federally funded employment and training agency that provides customer-focused workforce development services to job seekers and businesses throughout northern Santa Clara County. We work closely with local businesses, educational institutions, training providers, community-based organizations, and government to ensure that our programs provide opportunities that build the knowledge, skills and attitudes necessary to address the unique workforce needs of Silicon Valley.

Services to job seekers and businesses include:

- One-stop resource center for job seekers
- Job-search & interviewing workshops
- Labor market research
- Youth@Work online job-listing site
- Pre-layoff assistance & outplacement services
- Staffing & recruitment
- Employee training & retention services
- Professional development programs

NOVA is directed by the NOVA Workforce Board, which works on behalf of a seven-city consortium composed of Cupertino, Los Altos, Milpitas, Mountain View, Palo Alto, Santa Clara and Sunnyvale.

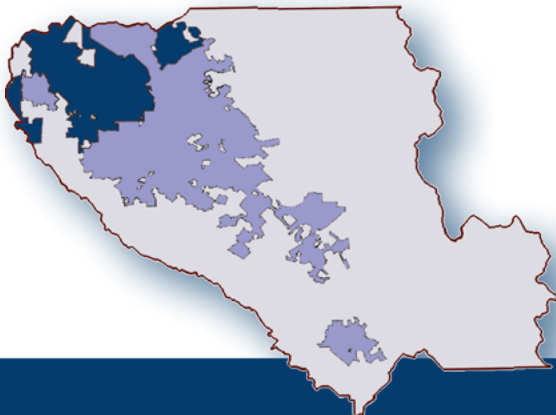
NOVA's Statement of Purpose

NOVA's purpose is to support workforce mobility by easing workers' transitions from opportunity to opportunity throughout their career cycles. To advance transitions with economic sustainability, NOVA provides:

- Real-time labor market information about in-demand skills
- Skill-building and enhancements to match market demand
- Navigation tools for the ever-changing and entrepreneurial new labor market (e.g. social media & networking)
- Advocacy for necessary infrastructure to support workers between opportunities such as Unemployment Insurance for all and portable benefits
- Interconnected support system for multiple career pathways for youth.



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Contact NOVA

Contact NOVA at info@novaworks.org or at **408-730-7232**. You may also visit NOVA online at www.novaworks.org to find out how you can help contribute to developing a skilled workforce within Silicon Valley.