

Cupertino • Los Altos • Milpitas • Mountain View • Palo Alto • Santa Clara • Sunnyvale

The *Report to the Consortium Cities* is a compilation of local workforce, economic development, and education-related news and resources, and other information relevant to the NOVA consortium cities.

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Kris Stadelman, NOVA Director

## GREETINGS FROM THE DIRECTOR

Click here to view the video:

[www.youtube.com/user/NOVASiliconValley](http://www.youtube.com/user/NOVASiliconValley)

## CITIES' YOUTH FIND SUMMER WORK AND SO MUCH MORE

With the current economic downturn, today's youth face unprecedented challenges with finding jobs and other activities that will enrich their lives during the summer months, often competing with adults with far more experience for the same opportunities. With NOVA's launch of another summer jobs for youth program this summer, our cities' youth benefited from career guidance that helped them plan for a future career, valuable skill development that will support them in work and in life, and real-time and paid work experience that will assist them prepare for and succeed in the workplace. NOVA enrolled a total of 180 youth, ages 15 to 24, with participants coming from all seven of NOVA's consortium cities: Cupertino (8), Los Altos (4), Milpitas (39), Mountain View (24), Palo Alto (8), Santa Clara (34), and Sunnyvale (53).

The eight-week program included a combination of work readiness preparation training and work experience at worksites throughout the community. NOVA received a tremendous response from companies and organizations wishing to

participate as worksites for this program. A total of 41 organizations participated offering 81 worksites in business, government, education and the nonprofit sectors, with the City of Sunnyvale offering the largest number of openings. The chambers of commerce in Mountain View, Palo Alto and Sunnyvale also provided placement opportunities. Ten youth with disabilities participated through a partnership with Mountain View/Los Altos and Palo Alto schools that provided work readiness training and work experience at the Palo Alto Veterans Administration Hospital. For some youth, this summer program offered them the opportunity to experience the world of work for the very first time. To hear first-hand what this experience was like for these youth, a video was produced that can be viewed by going to [http://www.novaworks.org/whats\\_new/default.html#testimonials](http://www.novaworks.org/whats_new/default.html#testimonials). Thanks to the extraordinary accomplishments of these youth (an impressive 90% of participants completed the program) and the many organizations that contributed worksites, this year's program was once again a great success.



For the first time, funding from the State Temporary Assistance to Needy Families (TANF) emergency contingency fund, allocated through the Santa Clara County Social Services Agency, was used to support the summer youth program. NOVA received a total of \$575,450 from the County to serve youth whose families reside in Santa Clara County and are either on CalWORKs or TANF. This funding coupled with a small amount of funding remaining from last year's ARRA-funded youth program (\$130,000) provided NOVA with the necessary resources to offer another summer youth program this summer. Because of this first-ever use of TANF funds for summer jobs programs, a national study is now being conducted by Mathematica Policy Research, Inc. to research the innovative use of this funding for this purpose. With the decline in support through the federal Workforce Investment Act, this potential new source of funding could provide the key to continuing these summer programs in future years to come.



## NOVA LAUNCHES SOCIAL MEDIA INITIATIVES

Social media is rapidly changing the way we interact with each other at home and at work, locally, as well as globally, making the world a much smaller place. Social media users are expected to grow from 1 billion to 4 billion in the next five years; the number of LinkedIn ([www.linkedin.com](http://www.linkedin.com)) users has more than tripled over the past two years from 25 million in 2008 to 80 million in 2010. Venture capital investments in social media total \$250 million. According to Facebook founder and CEO, Mark Zuckerberg, "I think there is going to be an opportunity over the next five years or so to pick any industry and rethink it in a social way." A new start-up company, Jive, considered the "Facebook for Business", already has 3000 enterprise members. As a result of this transformation, the workforce development community will be profoundly changed in the way it assists job seekers find employment and in the way it helps employers find qualified workers. According to a recent Jobvite survey of 600 companies, 73.3% of respondents say they use social media in their recruitment efforts, with 78.3% using LinkedIn, followed by Facebook (54.6%) and Twitter (44.8%).

To proactively prepare for this next revolution, NOVA recently commissioned a new study on social media trends to better un-

derstand how businesses use social media in their recruitment and hiring processes and in business operations to more effectively assist job seekers in their job search. This study is expected to be completed in February of 2011. As part of NOVA's new innovative approach of collecting and disseminating labor market intelligence in real-time and broadening its accessibility in a more open-source format, a website has now been created, as part of this study, as a vehicle for job seekers, employers, and the larger social media community to weigh in on the role of social media in their professional and personal lives and to share information about employment trends and opportunities in this field. The study's researchers will also be using this site to post data, as soon as it becomes available, rather than waiting until the final study is completed several months later. We encourage cities to check it out and to share it with your colleagues, businesses and residents, [www.socialmediafaq.org](http://www.socialmediafaq.org).



NOVA continues to aggressively expand upon its use of social media sites, specifically, LinkedIn to assist job seekers and employers by offering LinkedIn workshops, both introductory and advanced, and a LinkedIn group. NOVA job seekers now have enhanced communication and networking capabilities that facilitate their interactions with each other about job leads and increase their access to timely labor market intelligence about job opportunities by industry sector and skill-sets.

LinkedIn is also being used by many of our local companies in their recruitment of qualified candidates, which provides a forum for our job seekers to market their unique skill-sets, knowledge and expertise to prospective employers.

NOVA is also sharing its expertise with LinkedIn with other workforce development organizations across the country. Back in July, the NOVA director attended an invitation-only forum, jointly sponsored by the U.S. departments of Labor and Education, to develop a national strategy to better assist dislocated workers. At the forum, the Director shared with the group NOVA's entrée into the social media world. Given the enormous potential of LinkedIn to the larger workforce development community, the U.S. Department of Labor (DOL) invited NOVA to host a webinar on October 14 on utilizing LinkedIn in the one-stop career centers. The webinar received a tremendous response; leading up to the webinar, DOL reported it had logged in over 2300 hits for the webinar. A recording of the webinar is now available by going to [www.workforce3one.org](http://www.workforce3one.org) and clicking on "webinars." NOVA staff was also invited to present on its work in social media at a U.S. Conference of Mayors forum and at the California Workforce Association's annual "Meeting of the Minds" Conference in September. The U.S. Conference of Mayors Workforce Development Council has now created a LinkedIn site for its member organizations that will provide the mechanism for its members to network and share resources.

### INCREASING ACCESS TO NOVA SERVICES

The City of Santa Clara offered NOVA free space on their "billboard", the 17' by 26' electronic sign along Highway 101 near Great America. The photo here is of NOVA's five-second spot. Following the posting, NOVA received many positive comments from new customers who had seen the billboard. NOVA wishes to thank the City of Santa Clara for their generosity.



NOVA is also redesigning its website to increase its accessibility to better meet the needs of its job seeker and business customers by capitalizing on the new and improved technologies that are now available. The website will be completed by the end of the year and featured in the next edition of this newsletter.

### TRAINING OPPORTUNITIES IN SOLAR INDUSTRY

NOVA was awarded a \$4 million energy innovation grant from the State for a new program titled, *SolarTech Workforce Innovation Collaborative (SWIC)*, a collaborative partnership of NOVA, SolarTech, Foothill-De Anza Community College District, and employers in the energy industry, among others. SWIC is focusing on the renewable energy area of clean tech and is planning to train 245 dislocated workers and place them in renewable energy jobs.

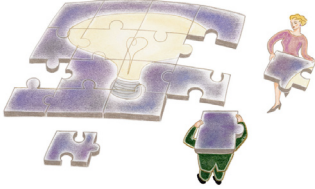
The program is now underway with initial training courses being offered through Foothill College in technical solar sales and proposal development. More trainings will be conducted in the future at various loca-

tions that may include solar photovoltaic (PV) design and engineering for a manufacturing environment, solar electric car (EV) charging station training, and solar finance and sustainability management, among others. NOVA is conducting an orientation and assessment for those customers interested in transitioning to the renewable energy field and then, if appropriate, are being referred for training. For more information about this new program, please go to the NOVA website, [http://www.novaworks.org/job\\_seekers/GIC.html](http://www.novaworks.org/job_seekers/GIC.html). We encourage cities to post this opportunity on your websites and in your libraries.



## NEW MICROENTERPRISE PROGRAM

The Sunnyvale City Council awarded NOVA a \$127,000 grant through the Community Development Block Grant (CDBG) program, the first grant of its kind for NOVA, to provide technical assistance and seed money to help unemployed workers launch entrepreneurial small business ventures. Initially, customers and recent alumni from NOVA's Promatch program will be the primary target group for recruitment to this program, who either reside in Sunnyvale or wish to launch a small business in Sunnyvale. The goal is to serve at least 50 individuals with entrepreneurial training and technical assistance and provide at least 10 seed grants (up to \$10,000/per applicant) over the course of the grant period, 7/1/2010 to 6/30/2011. NOVA is currently collaborating with the Small Business Administration (SBA), Foothill College's Entrepreneur Center (FEC), Service Corps of Retired Executives (SCORE), the Small Business Development Center (SV-SBDC) and the Women's Initiative (WI) in the program design. This new program is also in alignment with Congress's renewed commitment and recent passage in September of the federal "Small Business Jobs and Credit Act of 2010."



## NATIONAL FOCUS ON EDUCATION: ENHANCED ROLE FOR COMMUNITY COLLEGES

Over the past several months, education has taken center stage in the national debate that is taking place on ways to better prepare tomorrow's and today's workers for higher wage jobs in growing industries. At the K-12 level, with increased attention given to innovative models, the release of the *Waiting for Superman* movie and the announcement of several education initiatives funded by philanthropists Bill and Melinda Gates and Facebook founder & CEO, Mark Zuckerberg, the importance of preparing youth to succeed has taken on a renewed sense of urgency and importance.

At the post-secondary level, the community college system has been recognized for the important role it plays in workforce preparation. To quote Dr. Jill Biden, "...community colleges are America's best kept secret." On October 5, the White House hosted the first-of-its-kind education summit on community colleges with over 150 educators in attendance including NOVA Board member Linda Thor, Chancellor of Foothill-De Anza Community College District. The Administration announced the launch of several initiatives to support workforce preparation and expand the role of community colleges in this effort: *Community College and Career Training Initiative*, a \$2 billion four-year grant program, administered by U.S. Department of Labor, to build the capacity of community colleges to expedite learning and increase graduation rates by utilizing more flexible and innovative approaches such as online courses in accessing diverse career pathways; *Completion By Design*, a \$35 million five-year investment from Bill and Melinda Gates to increase community college graduation rates through proven outcomes-based practices; *Aspen Prize for Community College Excellence*, a \$1 million annual prize to community colleges who have demonstrated performance excellence; and, finally *Skills for America's Future* that will support effective collaborative partnerships among the community colleges, industry, organized labor and the workforce development community to ensure education and training programs are in alignment with the jobs that are being created.

The local workforce boards have a pivotal role to play in these initiatives in partnering with the community colleges to ensure the workforce has access to the kinds of training programs that will expedite their re-entry into the labor force and lead to jobs in growing industries. Locally, NOVA has worked closely with the community colleges on many initiatives over the years and we look forward to new opportunities to partner on future endeavors that will better prepare workers for future jobs, especially critical during these challenging economic times.

## NOVA IN THE NEWS

In good times and in bad times, NOVA has become the "go-to" organization for information, stories and the impact the economy has had on the Valley's workforce, which helps us connect with job seekers and businesses, who could benefit from our services.

- In the September 17 edition of the *San Jose Mercury News*, the article, "Silicon Valley jobless rate drops in August" cites the unemployment figures for the state and includes a quote from NOVA staff, [www.mercurynews.com/ci\\_16102531?nclick\\_check=1](http://www.mercurynews.com/ci_16102531?nclick_check=1).
- With the release of the August unemployment figures, *ABC News* visited the Job Seeker Center and interviewed NOVA customers, which was featured on the evening news, [abclocal.go.com/kgo/story?section=news/business&id=7674956](http://abclocal.go.com/kgo/story?section=news/business&id=7674956).
- In the September 26 edition of the *San Jose Mercury News*, the article, "Cassidy: Age discrimination is dark underside to Silicon Valley's youth culture" profiles a NOVA customer, [http://www.mercurynews.com/breaking-news/ci\\_16156728?source=email&nlick\\_%20check=1](http://www.mercurynews.com/breaking-news/ci_16156728?source=email&nlick_%20check=1).
- In the *San Francisco Chronicle*, Tom Abate's blog on job hunting includes a quote from NOVA staff, [http://www.sfgate.com/cgi-bin/blogs/gettowork/detail?entry\\_id=73093](http://www.sfgate.com/cgi-bin/blogs/gettowork/detail?entry_id=73093).
- On October 24, a NOVA customer, Mary Ann Rose was featured in the *60 Minutes* segment, "Unemployment Benefits: The 99ers" [www.cbsnews.com/video/watch/?id=6987699n&tag=contentMain;contentAux](http://www.cbsnews.com/video/watch/?id=6987699n&tag=contentMain;contentAux).



## UPDATES FROM THE CALIFORNIA WORKFORCE ASSOCIATION

The California Workforce Association (CWA), based in Sacramento, is the statewide membership association of the local workforce investment boards ([www.calworkforce.org](http://www.calworkforce.org)). CWA tracks policy and legislation, at the state and national levels, that impact the local workforce development community and is proactive in recommending changes on behalf of the local workforce boards that will improve the local board's capacity to provide services to job seekers, employers and the community.



The longtime and much respected head of the California Workforce Association (CWA), Virginia Hamilton, is leaving her position to spend more time with her family and to pursue other interests that have been on the back burner for quite some time. Many of you may know Virginia through other networks and associations. Virginia will be working on a more part-time basis at CWA until November. As a member of the CWA Board, the NOVA Director is working on the transition team to hire her replacement.

CWA sponsored AB 2058 (Block), which was successfully signed into law this past legislative session. AB 2058 (Block) corrects flaws in the current Unemployment Insurance program. Under the current system, benefits for unemployed workers participating in training programs were often delayed or suspended because of the archaic and lengthy review process that was used for approving training programs. This runs contrary to the belief that training facilitates workers re-entry into the job market, which should be supported rather than discouraged.

With the success of AB 2058, CWA has established itself as an influential organization with key decision-makers in Sacramento (and Washington, D.C.) on issues that are of concern to the local workforce boards. This will be particularly important in the coming months with transitions in the Governor's office and expected retirements and resignations, at the executive levels of state government, which may create a lame-duck situation of sorts and slow decision-making processes. CWA will also be of value, at the federal level, with changes in leadership in Congress and with the debate on the reauthorization of the Workforce Investment Act.

## INTERESTING REPORTS AND RESOURCES

California Budget Project report — Just in time for the Labor Day holiday the report, "Stuck Between a Recession and a Recovery: California's Workers Face the Toughest Job Market in Decades" cites some troubling statistics, [www.cbp.org/pdfs/2010/1009\\_Labor\\_Day.pdf](http://www.cbp.org/pdfs/2010/1009_Labor_Day.pdf).

PBS series on the job crisis — <http://www.pbs.org/wnet/need-to-know/video/need-to-know-october-8-2010-a-special-report-on-the-jobs-crisis/4186/>.

NOVA's Integrated Service Delivery (ISD) Report — About two years ago, the CONNECT! one-stop center became one of 12 agencies to participate in a pilot service integration initiative. This new model changed the way we operated from providing intensive services to a small percentage of customers to a system in which virtually all customers are enrolled and have access to a broad array of workshops and other services. A year ago, NOVA embarked on a self-evaluation project to determine the effectiveness of this model. This evaluation report is now completed and available online, [www.novaworks.org/whats\\_new/default.html#isd](http://www.novaworks.org/whats_new/default.html#isd). The report's recommendations will be incorporated into CONNECT! Center services and shared with key decision-makers at the federal and state levels for possible policy and legislative changes. The U.S. Conference of Mayors Workforce Development Council has also disseminated this report nationwide with the intent to inform the debate that is taking place on service models and on the reauthorization of the federal Workforce Investment Act.



## ECONOMIC PICTURE: SILICON VALLEY LEADING THE RECOVERY

The U.S. Department of Labor Bureau of Labor Statistics released the employment figures for October and the unemployment rate was unchanged at 9.6%. The unemployment rate has remained stubbornly and consistently above 9.5% for well over a year now. The private sector has continued to add jobs with an additional 159,000 jobs added in October, although this incremental increase we have seen over the past few months is doing little to improve the overall unemployment rate. The total number of nonfarm payroll jobs increased by 151,000 jobs in October.



The CA Employment Development Department released the employment figures for September and the unemployment rates were unchanged for the San Jose-Sunnyvale-Santa Clara MSA (that includes NOVA) and the state at 11.2% and 12.4%, respectively. The total nonfarm payroll jobs for the state declined again by 63,600 jobs to 13,808,500. Silicon Valley, however, continues to show consistent signs of recovery and for the first time in close to two years there was an increase in jobs added in September (6,700 jobs) compared to a year ago.

The latest edition of NOVA's *Workforce Review* is now available online by going to NOVA's website, [www.novaworks.org/whats\\_new/default.html#wfr](http://www.novaworks.org/whats_new/default.html#wfr). The latest edition of the newly renamed *Workforce Index*, a review of NOVA service statistics and a snapshot of demographic and workforce trends by city, has also been released online at [www.novaworks.org/whats\\_new/default.html#wi](http://www.novaworks.org/whats_new/default.html#wi).

## CONTACT US

For more information about NOVA:

[www.novaworks.org](http://www.novaworks.org)

408-730-7232

