

Feature Article: **Services In Demand**

NOVA Responds to Increased Downturn in Silicon Valley with Enhanced Services for Businesses and Job Seekers

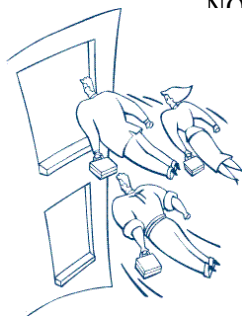
As the dot.com bubble continues to implode and industry sectors continue to lay off in increasing numbers, NOVA is experiencing incredible demand for its Rapid Response services. Rapid Response is the term coined by the California Economic Development Department to identify the fast-acting, free outplacement services offered by the state's workforce investment areas. As companies face hard decisions in these tough economic times, they are turning more frequently to NOVA's Rapid Response team for assistance.

Companies forced to close plants or lines of operations, or those needing to reduce their workforce as they tighten their belts, have found welcome assistance through NOVA's Rapid Response team. The team has been in overdrive for the past year as the demand for outplacement services within the community has risen exponentially.

From July 1, 2001 to the end of June this year, NOVA received notification of 123 layoff events in its seven-city service area (approximately 2 to 3 notifications a week)! While many of these reductions in force were official notifications from the state, over half were gained through word-of-mouth among the Valley business community. In total, NOVA received notification of layoffs affecting approximately 15,000 individuals during FY 2001-2002.

A large number of these affected individuals found their way to NOVA's Career Connection, along with many other adults who found the need to access free resume critique, online job leads, workshops, and career counseling. The number of people served

through NOVA's Career Connection is staggering—nearly four times as many as the previous year. The FY 2001-2002 visitors numbered 21,210 compared to 6,595 the previous fiscal year. The Career Connection currently assigns 800 to 1,000 new membership cards each quarter! NOVA also saw increased demand for workshop services—last fiscal year 313 job search workshops were held for 3,178 participants. The increased number of visitors is not without impact. On any given day, between 25 and 35 individuals are on a waiting list to use NOVA's Career Connection computers (the average wait time is five minutes).



In light of the increased demand for services that shows no sign of abating, NOVA has realigned its business units to more efficiently serve its varied population. Area businesses can take advantage of a myriad of services through the new CONNECT! Business Service Center located on the third floor at 465 Mathilda Avenue in Sunnyvale. Services include outplacement assistance, access to the Center for Applied Competitive Technologies (CACT), access to labor market research and information (see article next page), staffing assistance, and many more fee-based offerings including on-site workshops and employee retention strategies. Call the CONNECT! Business Service Center at (408) 730-7830 for more information.

NOVA has also concentrated its efforts on reorganizing services to job seekers. On September 3, 2002 the new CONNECT! Job Seeker Center opened its doors and ushered in a new, streamlined approach



- 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
- De Anza College
- Department of Rehabilitation
- Emergency Housing Consortium
- Employment Development Department
- Hewlett Packard Company
- Housing Authority of the County of Santa Clara
- Intel Corporation
- Intuit
- Ironworkers Apprenticeship & Training Program
- Kaiser Permanente
- Lockheed Martin Missiles & Space
- Microsoft
- 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.
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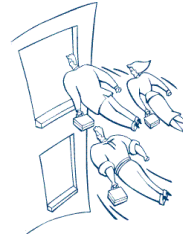
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Continued from Page 1: Services In Demand



for the thousands of individuals who access NOVA each year seeking job search assistance, career counseling, and training opportunities. The Center will operate in partnership with CalWorks, Department of Rehabilitation, EDD, Project Hired, and ProMatch. In addition to NOVA services, job seekers will now be able to access CalJobs, unemployment insurance information, a professional level networking organization, a greatly expanded library of job seeker reference material (thanks to the Career Action Center), and a number of other services all in one centralized location. NOVA is looking to complement existing partner offerings to provide a diverse mix of information and services for our clients.

NOVA has also modified and expanded its workshop offerings. New workshops have been developed in Job Search Game Plan, Resume FAQs, Job Search Basics, and Ace the Interview. These workshops are one hour long and are designed to give access to a greater number of participants. Along with the current offerings, NOVA is working to expand the variety of workshops offered and is providing universal access to one-on-one career counseling.

Contact the new CONNECT! Job Seeker Center at (408) 730-7232 for more information about any NOVA or partner services. Stay tuned for information on the grand opening!

CONNECT!

Career Action Center Helps Build NOVA Resources

Shaping the career development movement in Silicon Valley for almost 30 years, the Career Action Center (CAC) has stood as a pillar in the community, excelling in career self-reliance and job transition assistance. Unfortunately, the CAC (located in Cupertino) permanently closed its doors at the end of June. NOVA has worked closely with them over the years through CONNECT!, as well as other initiatives, and will miss the contributions of a valuable partner.

The CAC Board, however, is committed to having the organization's legacy live on in two ways—through the establishment of the Career Action Center Fund, which will be managed by Community Foundation Silicon Valley, and by the donation of its world-class career and job seeker library, curriculum and Values Driven Work assessment tool to NOVA.

“While we are sad to be closing our unique and heartfelt community service, CAC's Board is very pleased that NOVA will take over the reins in serving all CAC clients—job seekers, career changers and corporations in transition. Our clients are in very good hands,” said Deborah Byron, board chairwoman.

The donation to NOVA will keep the CAC collection available to the public and will greatly enhance the on-site services available through CONNECT! and NOVA. Needless to say, NOVA is grateful to receive this very generous donation and is committed to optimizing its impact.

The library will be located in the new Job Seeker Center, on the west side of the CONNECT! campus at 420 S. Pastoria Avenue in Sunnyvale.

NOVA Program

NOVA for Hire

Investigation Services are Available to the Community

NOVA is well known in the business community for its county specific occupational outlook reports, training directories, and Labor Market Information Plus (LMI+) industry reports. What many businesses do not know is that several LMI+ study endeavors are conducted in collaboration with outside agencies. NOVA has worked with several partners to coordinate study efforts and distribute pertinent information to job seekers, businesses, and the core members of the education community. Some of these collaborations include the Public Affairs Coalition of the Alliance of Motion Picture and Television Producers, Bay Area Multi-media Partnership, the Los Angeles County Workforce Investment Board, California Space Authority, Joint Venture Silicon Valley, and many others.

Businesses can take advantage of NOVA's research services to expand their staffing on individual projects. Collaborating with NOVA's proficient research



team can help streamline business operations, expand networks across area communities, and deliver effective results. By using a combined vision and shared leadership with the NOVA research team, businesses can execute various study proposals for a nominal fee. The team utilizes a strong emphasis on accuracy and information timeliness that makes even the most conceptual initiatives turn into celebrated project efforts. Projects have unlimited possibilities and can cover career specific purposes or define the current and future state of local economies. The research team is available to address the investigative and journalistic needs of agencies that align with NOVA's mission objectives.

Samples of LMI+ collaborative efforts can be viewed at www.novaworks.org/lmi. For more information on partnering with NOVA's labor market research team call (408) 730-7232 and ask for research services.

Bulletin Board



New Beginnings



Honorees lined up nervously, waiting to be called on stage. They whispered quietly to one another and to their sponsors, reviewing what to do or what to say. Hearing their name called, they approached the microphone to accept their award. As their stories were told they stood proudly, realizing they had finally reached their goal, the culmination of a very difficult personal struggle. Such was the atmosphere of excitement at the CONNECT! Awards Luncheon last year.

This year the 12th Annual CONNECT! Awards Luncheon will be held at the Santa Clara Marriott on Wednesday, September 25, 2002. The theme of this year's event, "New Beginnings," acknowledges the astonishing transformation of nine CONNECT! graduates

who have made a conscious decision to transform their lives and have worked diligently to achieve remarkable goals. The luncheon also serves as an opportunity to recognize partners who, through their commitment to the community, have made a positive impact on workforce development.

The luncheon is an inspirational and moving event, and is sponsored by the NOVA Workforce Board and CONNECT!, the one-stop collaborative of organizations providing services to businesses and job seekers in Silicon Valley.

Invitations to this event have been mailed. If you do not receive an invitation and would like to attend, please call Rose DiSalvo at (408) 730-7232.

Labor Market Information

NOVA's service area (the cities of Cupertino, Los Altos, Milpitas, Mountain View, Palo Alto, Santa Clara and Sunnyvale) has long been considered a region of high achievers, and according to statistics provided by the 2000 census, it's easy to see why. NOVA's regional population has attained a higher level of education compared to the rest of the state, with greater percentages not only having completed college, but also having earned higher-level degrees. NOVA's service area workers also assume a far higher percentage of leadership roles compared to the rest of the state, with more than 60% involved in management, professional, and related occupations. High levels of education and leadership often translate into higher salaries, as evident by NOVA's regional average income of \$79,358, slightly less than twice the state average.

Graduate Degrees Equate to Professional Occupations

	Education				Total
	Some College	Associate's Degree	Bachelor's Degree	Graduate/ Professional Degree	
NOVA	16.9%	6.8%	28.9%	24.7%	77.3%
California	22.9%	7.1%	17.1%	9.5%	56.6%

	Occupation		
	Management, Professional & Related	Service Occupations	Sales & Office Occupations
NOVA	60.4%	7.9%	19.5%
California	36.0%	14.8%	26.8%

Source: US Census

Featured Website

www.novaworks.org

NOVA Launches Enhanced Website

The "new" NOVA website features colorful graphics, crisp content, and best of all, easier access to the information you want most. The home page now features a direct link to NOVA's labor market information reports. There you'll find online access to the Santa Clara County Occupational Outlook Reports, industry studies, and Career Ladders, a website that provides detailed information for 20 career tracks. The enhanced website also features an expanded section for job seekers. You will find all of NOVA's programs listed along with their eligibility requirements and current status. In "About NOVA," under "Record of Success," NOVA's awards, honors, and achievements are listed. Check out the site and let us know your thoughts!



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