

# Workforce Innovations

May/June 2003

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

## Feature Article:

### **A Force to be Reckoned With** *TechForce provides technical training to Silicon Valley's small businesses*

In an effort to maintain California's status as the premier center of high technology domestically and globally, the State has provided funds for NOVA to provide IT training to small businesses within Silicon Valley. This no-strings opportunity is available to information technology workers through a variety of local colleges within San Mateo and Santa Clara Counties.

#### **Economic Ecosystem**

Why is it important to provide training to small business? Silicon Valley is exceptional within the world as one of only a handful of geographical regions in which high technology is concentrated. According to a report by Northwestern University (*Positioning for the Future*, Sawhney, Cipriani & Evans, Kellogg Graduate School of Management, Northwestern University, 1998), regions like Silicon Valley, Raleigh-Durham's Research Triangle, and Boston's Route 128 can be characterized as economic ecosystems, which like their biological namesake, consist of supportive relationships among their network of institutions. "Not only do all the essential economic institutions need to exist ... the institutions need to interact and collaborate in a mutually reinforcing fashion," writes Professor Mohan Sawhney and his colleagues. Silicon Valley is more than a loose collection of businesses, law firms, and universities. The Valley has become the center of global technology only because all of these world-class institutions have worked effectively together, allowing the whole to become greater than the sum of its parts. But this does not happen without conscious effort.

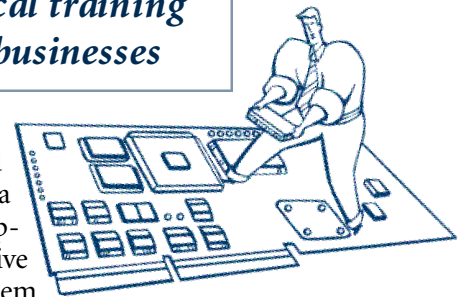
Various analysts have concluded that the criteria that foster development of an effective economic ecosystem

include availability of venture capital, access to world-class research universities, an infrastructure that supports a business environment, and a talented, educated workforce. While the Valley continues to meet many of these criteria and possesses an inviting culture and climate, competition from other regions affirms the need to remain proactive. We cannot rest on our laurels if we expect to retain our hard-won status. In addition to North Carolina and Boston, the Valley is competing with such regions as Austin, New York City, and Seattle, as well as Cambridge, England, and Bangalore, India, in attracting and retaining high technology companies. The only way to boost the overall appeal of the Valley is to ensure that all elements of this integrated system are operating at an optimal level.

#### **Training Boost**

To this end, NOVA has partnered with the San Mateo County Workforce Investment Board and the State of California's Employment Training Panel (ETP) to establish the TechForce training program, providing IT training to small businesses within Silicon Valley. For information regarding TechForce training, see the NOVA Program article on page 3.

According to estimates from California's Employment Development Department,



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- Advanced Micro Devices
- Analog Devices, Inc.
- Applied Materials
- Billmore Hotel & Suites
- Center for Continuing Study of the California Economy
- Center for Quality of Management
- Children's Discovery Museum
- County of Santa Clara
- Crest Financial Services
- 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
- Kaiser Permanente
- Lockheed Martin Missiles & Space
- Microsoft Corporation
- Molecular Medicine Research Institute
- NASA Ames Research Center
- National Council on the Aging
- Network Appliance, Inc.
- Polycom, Inc.
- San Jose Newspaper Guild
- Santa Clara Unified School District
- Solectron Corporation
- Sun Microsystems, Inc.
- Sunnyvale Chamber of Commerce
- Surgical Optics

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businesses with fewer than 250 employees comprised 99 percent of all companies within Santa Clara County in 2001, yet retained only 65 percent of the county's workers. The top one percent of companies, therefore, employs more than a third of the labor force. It is these larger, more established companies that tend to have the financial resources and name recognition to attract a highly skilled staff. They are also more likely to have in-house educational assistance programs and larger IT departments, making it easier for individuals to attend training or pursue higher education.

TechForce is positioned to provide training to balance these inherent inequities within Silicon Valley. By boosting the level of technical expertise within the region's smaller companies, all companies are better positioned to compete with high-tech regions outside of California, and the Valley as a whole will be much better prepared for the anticipated upsurge when the economy rebounds.

For further information about the TechForce program, contact Anna Schulman at 408-730-7665 or [techforce@novaworks.org](mailto:techforce@novaworks.org).

## CONNECT! Partner

### Local Colleges Help Small Business Live Large

To meet the demands of today's changing business environment, small businesses must continually engage in research to uncover resources that provide answers to complex and sometimes overwhelming concerns. Businesses seek assistance to questions about government regulations, industry growth and business potential, financial projections and analysis, and employee development and retention. In order to better respond to the needs of the business community, CONNECT! has established collaborative relationships with local community colleges that offer corporate education services and training programs to area businesses.

Mission College offers many campus and onsite classes including computer technology, customer service, and employability and workplace skills. Mission Corporate Education & Training extends its community partnership through collaborations with the Regional Environmental Business Resource and Assistance Center (REBRAC) to help industries comply with environmental, health, and safety regulations.

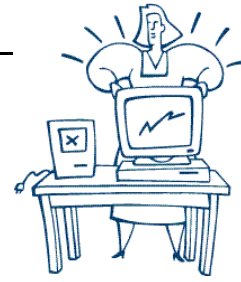
San Jose/Evergreen Community College District hosts the Institute for Business Performance. The Corporate Training focus through the Institute is to build long-term relationships with businesses and work closely with the individuals responsible for establishing workplace performance standards. Classes, programs and services are generally delivered at the customer site.

University of California, Santa Cruz Extension offers onsite training for businesses seeking to meet the needs of complex projects, staff transformations, and tighter deadlines. DeAnza's Center for Applied Competitive Technologies (CACT) offers over 80 onsite courses to manufacturers and their suppliers. CACT supports area manufacturers by providing them with skilled talent that results in thriving businesses.

These resources give small businesses the leverage they need to realize efficiency and innovation. To find out more about the CONNECT! partnership with education and how CONNECT! programs and services assist the business community, call 408-730-7830 or visit CONNECT! on the web at [www.connect.one-stop.org](http://www.connect.one-stop.org).

# NOVA Program

## Plug Into Free Technical Training with TechForce



Are you a small company wanting to send your IT employees to advanced IT classes for free? Do you need to update your staff's technical expertise but your training budget has been cut or even eliminated? Do you want to keep up with the latest IT technology but the prohibitive cost prevents you? If you answered "yes" to any of these questions, NOVA's TechForce program may be the training solution for you.

NOVA is partnering with local colleges to provide advanced IT training classes that will get your IT staff up to speed on the latest technology at little or no cost to you. The TechForce program is grant funded and available to businesses with 250 or fewer employees in Santa Clara and San Mateo Counties. It offers customized IT training provided during normal work hours at local colleges. Individual classes total 40, 60, 80, or 120 hours in length. Your employees are welcome to attend multiple courses.

The result? Productive employees with enhanced skills who can perform faster and better on the job. By upgrading IT employees' skill sets, you can position

your business to be competitive with larger companies and better able to participate in the global marketplace.

NOVA and its partners surveyed area businesses to learn which courses are the "hot tickets" for enhancing small business technology. To meet this demand, here are just some of the classes being offered this spring at UC Santa Cruz Extension, Mission College, and Evergreen Valley College:

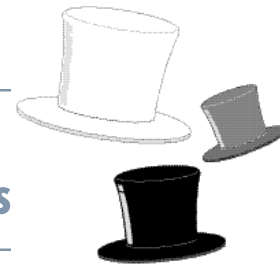
- Mastering Active Directories
- Programming for the Web and VB.net and ASP.net
- SQL Programming and Administration
- Network Security in a LAN and WAN Environment

The TechForce Training Program is a joint statewide initiative of the California Employment Development Department and the Employment Training Panel. For more information, contact Anna Schulman at 408-730-7665 or email [techforce@novaworks.org](mailto:techforce@novaworks.org). See NOVA's website, [www.novaworks.org/businesses/training.html](http://www.novaworks.org/businesses/training.html) for program updates.

# Bulletin Board



## LMI+ Forum: Decrypting the Security Technology Indus



On June 5, NOVA's Labor Market Information Plus (LMI+) unit will host its annual workforce development forum, focusing on the security technology industry. Not to be confused with information technology, security technology is considered a complex, emerging technology. According to *Information Security Magazine*, this industry poses the opportunity for a promising career path "with above-average pay in security-related jobs and an enormous upside potential for long-term career advancement." The LMI+ forum will feature a

keynote speaker and presentation that provides an overview of market and employment trends. Information regarding training and the skills required of jobseekers interested in pursuing a professional career in this industry will also be noted and NOVA will release their findings in a printed report. The forum will take place at the Quinlan Community Center in Cupertino.

For more information, please contact [publications@novaworks.org](mailto:publications@novaworks.org) visit our website at: [www.novaworks.org](http://www.novaworks.org).

# Labor Market Information

## IT Workforce Showing Slight Gains in 2002

According to its latest report, the Information Technology Association of America (ITAA) reported a slight increase in the IT workforce of 3.3 percent in 2002. Despite fewer IT workers hired in the fourth quarter (265,000 overall) than in the previous three, there were also fewer dismissals. ITAA also reports that IT professionals found employment with non-IT companies more than with IT companies, by ten-to-one in the fourth quarter.

Other key findings include:

- U.S. companies hired 265,000 IT workers in the fourth quarter of 2002, while dismissing 168,000, showing a net gain of 97,000 workers.
- The total number of U.S. IT workers at the end of 2002 was 10,226,243, a 3.3 percent increase since January 2002, when there were 9,896,000 IT professionals.

- Network administrators saw the first positive net change in their numbers in 2002, with companies hiring 45,000 network administrators and dismissing fewer than 6,000. Meanwhile, technical support workers represented 55 percent of all IT hires during the fourth quarter of 2002, showing 147,437 hired.
- Database developers saw the largest growth in 2002, climbing 6.2 percent from 960,626 to 1,020,244 positions nationwide
- The most in-demand tech skills have mainly held steady. These core tech skills include: Java, SQL, C and C++, Oracle, and Windows NT.

Source: Information Technology Association of America  
[www.itaa.org](http://www.itaa.org)

## Featured Website

### LearnNet

<http://learn-net.one-stop.org>

Training. To be competitive, one must have workers with up-to-the-minute training to stay on top of the game in the rapidly metamorphosing Silicon Valley. However, it is at times confusing to know what type of training is available and what schools are providing the training necessary to be at the forefront of industry. Fortunately, though, NOVA's LearnNet website provides information about training providers and programs in Silicon Valley and throughout California. To view current training opportunities, simply go to <http://learn-net.one-stop.org>. Easy to navigate, LearnNet can quickly tell you what is out there to help keep your workers and business competitive.



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



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