

We are pleased to provide you with the Fiscal Year 2010/11 issue of NOVA's **Workforce Index** for the city of Santa Clara. This biannual report presents a summary of the services that were provided to the residents and businesses of Santa Clara between July 2010 and June 2011, as well as a snapshot of workforce and demographic data for the city and region.

Although the cities of northern Santa Clara County continue to experience the challenges of a depressed economy and a mixed employment outlook, the NOVA Workforce Board remains committed to the City of Santa Clara and the entire Silicon Valley region. The Board's purpose of supporting workforce mobility by easing workers' transitions throughout the career cycle has never been more essential as Silicon Valley continues the transition from an age of manufacturing to one of innovation and increased entrepreneurship.

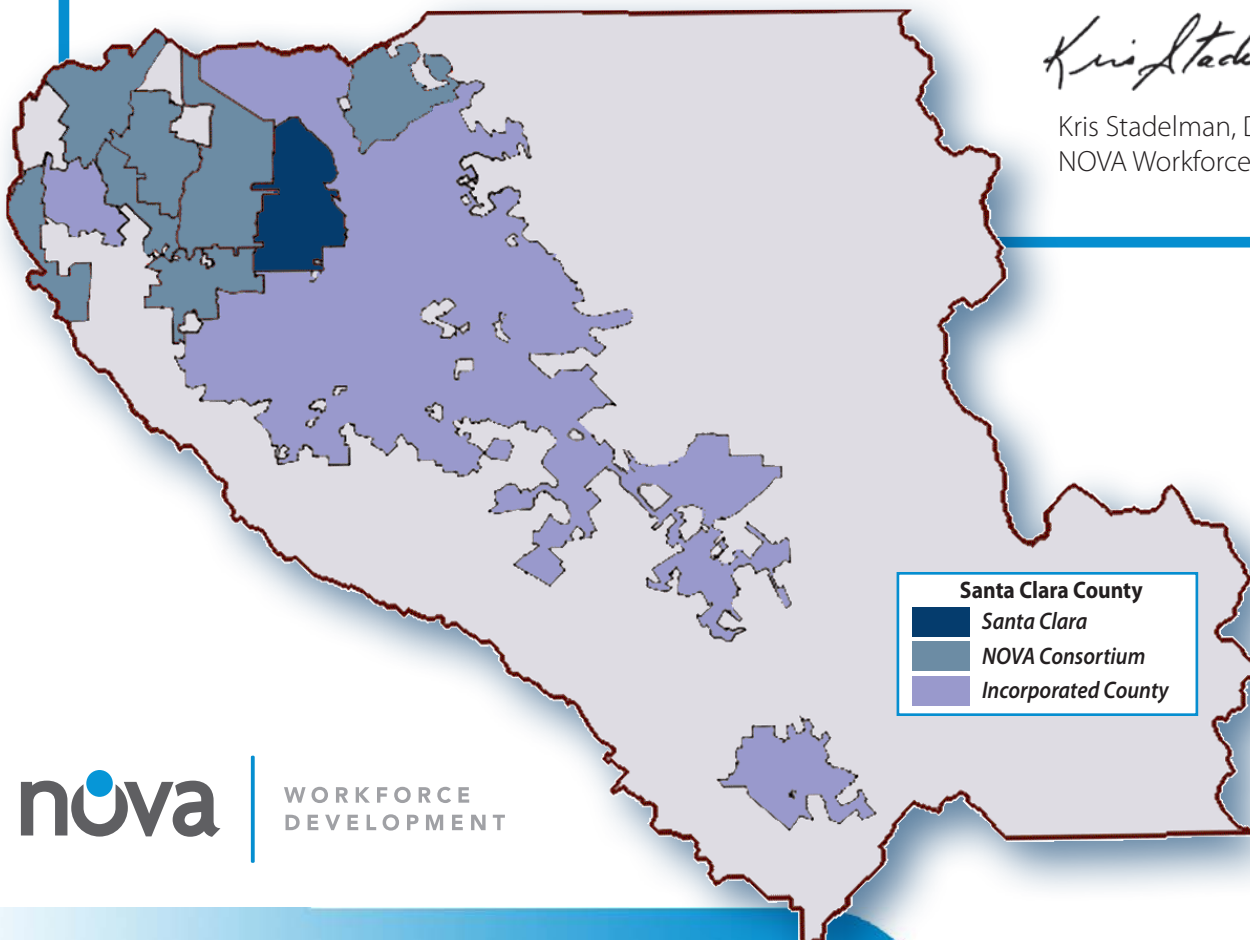
As the demands of the workforce and the business community shift, NOVA remains steadfast in its service to you and the Santa Clara community. It is with Santa Clara's support that we are able to effectively reach out to and support the thousands of job seekers in need of assistance. We are grateful for this support and look forward to continuing this collaborative relationship in the coming year.

If you would like to learn more about NOVA, the services we provide, and the impact we have on your community, we invite you to contact us. We are, after all, **your** workforce investment board.

In partnership,

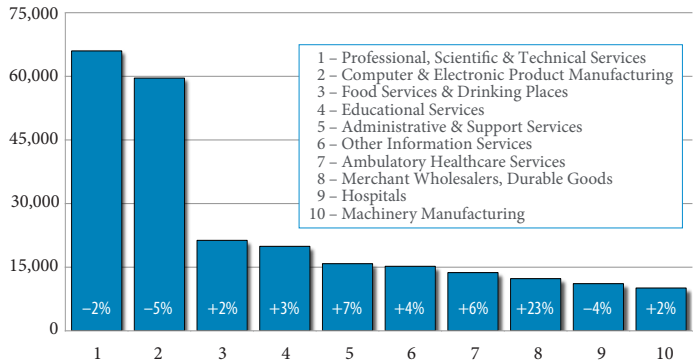


Kris Stadelman, Director  
NOVA Workforce Board

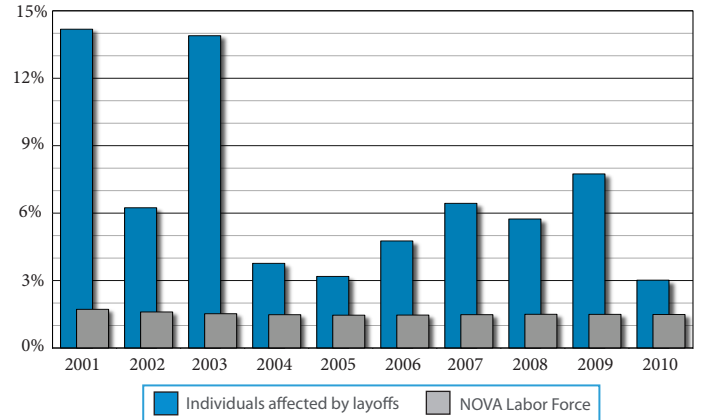


## Workforce Characteristics

Largest Industry Sectors (employed individuals; Q2 2010) & Change (Q2 2009–Q2 2010)<sup>2</sup>



NOVA's Share of Layoffs & Labor Force relative to California (fiscal year data)<sup>3</sup>



## NOVA Client Data<sup>1</sup>

NOVA Client Data reflects services provided to Santa Clara residents and businesses by NOVA from June 2010 through July 2011.

### Universal Services

#### CONNECT! Job Seeker Center

Santa Clara residents registered as new members	762
Total registered Santa Clara residents	1,425
Services accessed by Santa Clara residents	
• Residents accessing drop-in career advising	791
• Residents attending job-search workshops	1,597
ProMatch: Total Santa Clara residents utilizing this professional networking program	66

#### Youth@Work (ages 16–24)

Santa Clara youth receiving counseling assistance	34
Santa Clara youth attending workshops	64

### Eligibility-based Programs

Santa Clara residents enrolled in adult services	841
Santa Clara residents enrolled in youth services	38

### Business Services

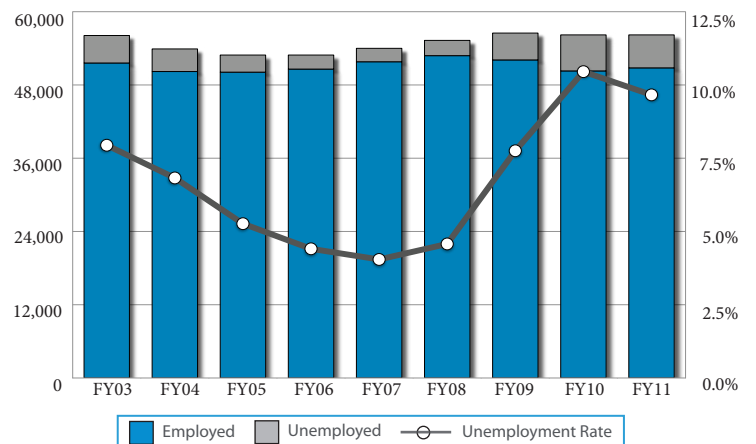
Santa Clara companies receiving pre-layoff assistance	35
• Workers affected by layoffs at these companies	1,069

## EDD's Labor Force Data<sup>4</sup>

Labor Force Data provides the number of Santa Clara residents employed and unemployed in June 2003 and June 2011, and the changes reflected in this eight-year span.

Labor force (2003)	54,800
Labor force (2011)	56,400
• Change in labor force (2003–11)	+ 1,600
• Percent change (2003–11)	+ 3 %
Employed (2003)	50,600
Employed (2011)	51,000
• Change in employed (2003–11)	+ 400
• Percent change (2003–11)	+ 1 %
Unemployed (2003)	4,200
Unemployed (2011)	5,300
• Change in unemployed (2003–11)	+ 1,100
• Percent change (2003–11)	+ 26 %
Unemployment rate (2003)	7.7 %
Unemployment rate (2011)	9.4 %

Labor Force: Employed, Unemployed & Unemployment Rate (Santa Clara, annual data)<sup>4</sup>



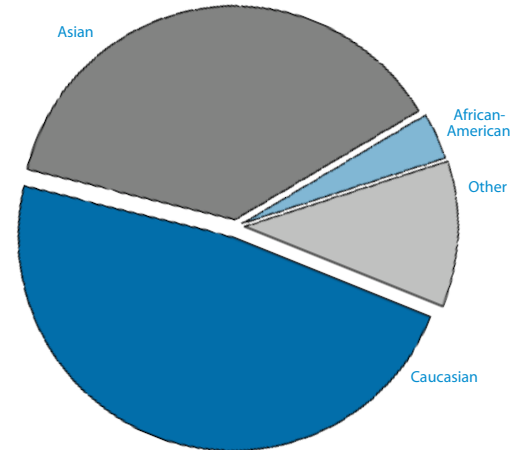
1. NOVA Management Information Systems (2011)  
 2. U.S. Census Bureau, Local Employment Dynamics (Avg. quarterly employment: Q2 2009–Q2 2010)  
 3. California Employment Development Dept., WARN data (2011)  
 4. California Employment Development Dept., Labor Market Information Division (2011; July–June data)  
 5. U.S. Census Bureau, American Community Survey (2011)

The data sets displayed on this page provide demographic, social, and economic information and the respective changes over time. When data is not city-specific, data is depicted at a wider geographic level. New census data will be available for all geographies later in 2011.

## Demographic Characteristics<sup>5</sup>

Population (2003) <sup>6</sup>	105,581
Population (2011) <sup>6</sup>	118,169
• Change in population (2003–11)	+ 12,588
• Average annual growth rate (2003–11)	+ 1 %
Projected population (2015) <sup>7</sup>	120,700
Projected population (2035) <sup>7</sup>	157,200
• Projected average annual growth (2015–35)	+ 2 %
Estimated daytime population (2000) <sup>8</sup>	166,809
Working-age population (16+)	93,880
Median age	34.3
Share of population under age 18	21 %
Share of population 65 and older	10 %
Gender ratio [Male : Female]	1.00 : 0.98
Hispanic/Latino ethnicity (independent of race)	18 %

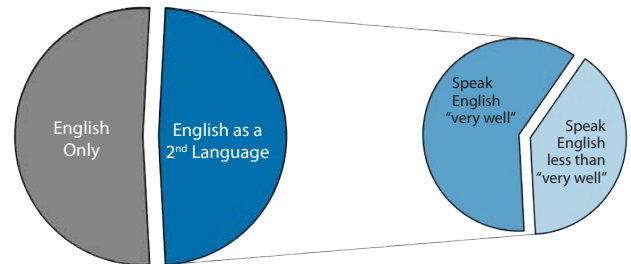
Racial Distribution (Santa Clara, 2005–09 estimate)<sup>5</sup>



## Social Characteristics<sup>5</sup>

Educational attainment (cumulative share of population 25+):	
• High school diploma or equivalent and higher	90 %
• Bachelor's degree and higher	47 %
• Graduate/Professional degree and higher	22 %
Individuals with a disability (population aged 21–64) <sup>9</sup>	9,187
• Share of these individuals employed	65 %
Foreign-born (share of total population)	39 %
• Share of these individuals entering U.S. 2000 or later	34 %

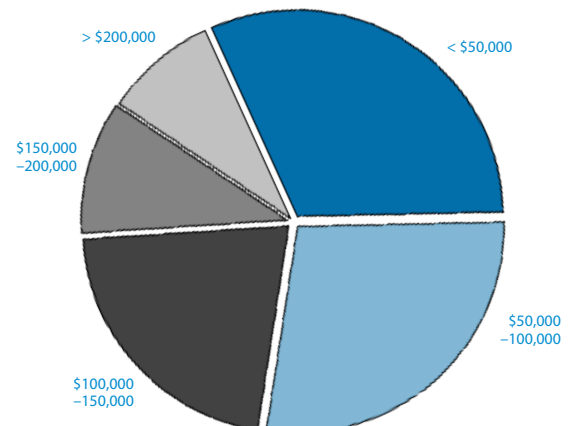
Language Spoken at Home (Santa Clara, 2005–09 estimate)<sup>5</sup>



## Economic Characteristics<sup>5</sup>

Total households	40,930
Median household income	\$ 83,139
Average household size	2.6
Median income by gender:	
• Male full-time, year-round workers	\$ 76,563
• Female full-time, year-round workers	\$ 54,412
Per capita income	\$ 37,889
Poverty status:	
• Federal poverty threshold (family of four, 2007) <sup>10</sup>	\$ 22,350
• Share of families below poverty line	6 %
• Share of individuals below poverty line	9 %
Consumer Price Index (San Francisco–Oakland–San Jose MSAs) <sup>11</sup>	
Consumer Price Index (December 2001)	190.6
Consumer Price Index (December 2010)	227.6
• Change in Consumer Price Index (2001–10)	+ 19 %

Household Income Distribution (Santa Clara, 2005–09 estimate)<sup>5</sup>



6. California Dept. of Finance (2011)  
 7. Association of Bay Area Governments (ABAG), Projections 2009  
 8. U.S. Census Bureau, Estimated Daytime Population (2000)  
 9. U.S. Census Bureau, Census 2000  
 10. U.S. Department of Health and Human Services (2011)  
 11. U.S. Bureau of Labor Statistics (Benchmark: 1982–84 = 100)

# 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.

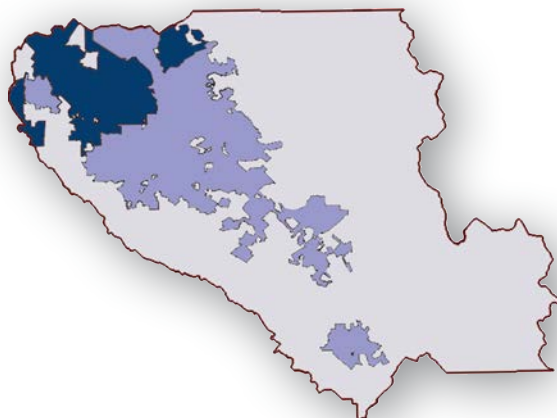
*Services to job seekers and businesses include:*

- 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.



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## Purpose Statement

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

- *advocacy for necessary infrastructure to support workers while unemployed between opportunities;*
- *navigation tools for the new labor market;*
- *just-in-time labor market information about the skills in demand;*
- *skill building and enhancements to match market demand; and*
- *interconnected support system for multiple career pathways for youth.*

## Contact Info

Visit NOVA at [www.novaworks.org](http://www.novaworks.org) or contact us at 408-730-7232 or [info@novaworks.org](mailto:info@novaworks.org) to find out more about what we do or to learn how you can contribute to developing a skilled workforce for Silicon Valley.