

Workforce Review

A monthly review of labor market information for Northern Santa Clara County

September 2010

Did you know?

Venture Fund to Help Social-Networking Startups

A partnership backed by Facebook, Amazon.com, Comcast and other major technology firms on Thursday established a \$250 million fund to invest in startups that hope to capitalize on the growing reach of social networking. The "S Fund" will be led by powerhouse Silicon Valley venture capital firm Kleiner Perkins Caufield & Byers, an early investor in Internet companies such as Amazon, AOL and Google.

The fund's backers are betting that the success of Facebook, which has more than 500 million members worldwide, is only the start of the next wave of "incredible and disruptive innovation," Kleiner Perkins partner John Doerr said. So the investors want "to find and fund and accelerate the success of these new kinds of social entrepreneurs," Doerr said during a news conference hosted by Facebook.

The six initial investors are Facebook; e-commerce giant Amazon; cable TV and broadband service provider Comcast Corp.; social games leader Zynga Games Network Inc.; communications and entertainment giant Liberty Media Corp.; and investment bank Allen & Co. LLC.

Facebook chief executive Mark Zuckerberg said the fund will help entrepreneurs who are trying to build social applications and services "from the ground up." "The opportunity is there in the next five years or so to pick any industry and reimagine it in the social Web," he said.

Source: San Francisco Chronicle (10/22/10)
<http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2010/10/22/BU201G0949.DTL>



Developing a skilled workforce for Silicon Valley

September 2010

Labor Force Statistics (San José–Sunnyvale–Santa Clara MSA)

Civilian Unemployment Rate	September 2009	August 2010	September 2010	Percentage Point Change	
				Monthly	Annual
San José–Sunnyvale MSA	11.7%	11.2%	11.2%	0.0	- 0.5
California	11.8%	12.4%	12.2%	- 0.2	+ 0.4
United States	9.5%	9.5%	9.2%	- 0.3	- 0.3

Civilian Labor Force	September 2009	August 2010	September 2010	Percentage Change	
				Monthly	Annual
San José–Sunnyvale MSA	898,700	908,600	909,700	+ 0.1%	+ 1.2%
Civilian Employed	793,600	806,600	808,100	+ 0.2%	+ 1.8%
Civilian Unemployed	105,100	102,000	101,600	- 0.4%	- 3.3%

Industry Statistics (San José–Sunnyvale–Santa Clara MSA)

Greatest Change in Employment	September 2009	August 2010	September 2010	Percentage Change	
				Monthly	Annual
Total Nonfarm	842,100	844,300	848,800	+ 0.5%	+ 0.8%
Construction	33,100	30,900	30,700	- 0.6%	- 7.3%
Semiconductor Mfg.	39,900	40,700	40,800	+ 0.2%	+ 2.3%
Professional Services	159,100	162,900	163,500	+ 0.4%	+ 2.8%
Employment Services	16,700	18,900	19,400	+ 2.6%	+ 16.2%
Educational Services	29,300	32,100	31,700	- 1.2%	+ 8.2%

NOTE: San José–Sunnyvale–Santa Clara MSA (Metropolitan Statistical Area) = Santa Clara and San Benito Counties

Source: California Employment Development Department, LMID

Labor Force by City (NOVA 7-City Consortium)

	Labor Force			% Change Annual	Employed			% Change Annual	Unemployment Rate	
	September 2009	September 2010	September 2010		September 2009	September 2010	September 2009		September 2010	
Santa Clara County	874,500	884,400	884,400	+ 1.1%	772,400	786,500	+ 1.8%	11.7%	11.1%	
Cupertino	23,900	24,200	24,200	+ 1.3%	22,100	22,500	+ 1.8%	7.6%	7.2%	
Los Altos	12,500	12,600	12,600	+ 0.8%	11,700	11,900	+ 1.7%	6.0%	5.7%	
Milpitas	31,700	32,000	32,000	+ 0.9%	27,900	28,400	+ 1.8%	12.0%	11.4%	
Mountain View	41,500	42,000	42,000	+ 1.2%	37,900	38,600	+ 1.8%	8.7%	8.2%	
Palo Alto	30,900	31,300	31,300	+ 1.3%	28,900	29,400	+ 1.7%	6.3%	6.0%	
Santa Clara	56,200	56,900	56,900	+ 1.2%	50,200	51,100	+ 1.8%	10.7%	10.2%	
Sunnyvale	74,500	75,400	75,400	+ 1.2%	67,000	68,300	+ 1.9%	10.1%	9.5%	
NOVA Workforce Investment Area	271,200	274,400	274,400	+ 1.2%	245,700	250,200	+ 1.8%	9.4%	9.0%	

NOTE: Totals may not add correctly due to rounding

Source: California Employment Development Department, LMID

Regional Layoff Activity

Company	WARN**	City	Affected	Cause
Access Systems Americas Inc.	Yes	Sunnyvale	13	RIF
Baskin Robbins	No	Sunnyvale	6	Closure
Minton's Lumber & Supply	No	Mountain View	10	Closure
Onizuka Air Force Station	No	Sunnyvale	60	Closure
Telegent Systems	No	Sunnyvale	41	RIF
U.S. Census Bureau	No	Multiple cities	60	RIF
Confidential company	No	Sunnyvale	15	Closure
Confidential company	No	Sunnyvale	5	Closure
			210	

WARN Summary

Individuals Affected YTD [†] :	510 ‡
WARN Current YTD:	6
WARN Previous YTD:	26

** WARN: Worker Adjustment and Retraining Notification (notice of mass layoff or closure)

† YTD: Year to Date (Fiscal year: July 1 - June 30)

‡ Summary Total may not equal sum of monthly numbers due to internal adjustments

NOTE: Layoff data are preliminary and should be considered an estimate of monthly regional activity

Source: NOVA's internal Rapid Response database