



# Job Opportunities in Silicon Valley

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## Introduction:

Silicon Valley is a highly successful community and hub for large corporations. However, many companies struggle to integrate into the surrounding community and fail to provide adequate job opportunities to locals. This has a large impact on locals and raises concerns over gentrification. Communities rely heavily on local companies as a source of employment and income. This issue is particularly prevalent in East Palo Alto, and it has affected many Palo Alto High School students. Companies that fail to abide by the Corporate Social Responsibility (CSR) guidelines often encounter consequences that not only affect their companies, but society as well (Investopedia, 2017).

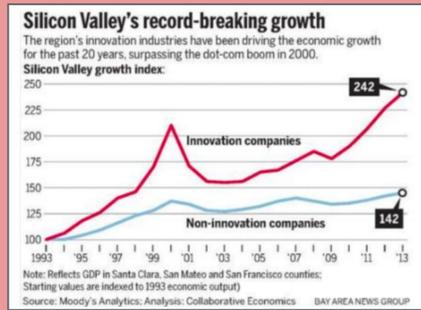


Figure 1: Over the past 10 years, Silicon Valley has seen a surge of innovative startup companies flood the area; the number has almost doubled. This influx of companies has had a tremendous effect on the local community and its residents.

## Median Sales Price in Palo Alto



Figure 2: Housing prices in Silicon Valley have skyrocketed over the past couple of years alone. With listing prices ranging from an average of \$1.5 million up to \$3 million.

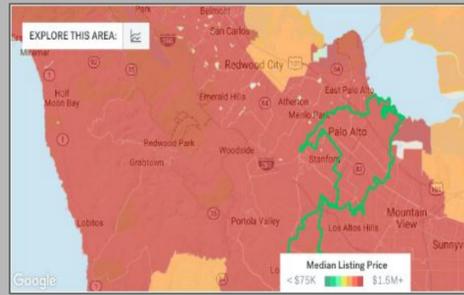


Figure 3: As a result, many employees cannot afford to live near their workplaces, and other longtime residents are forced to move out of the area.

## Data and Findings

R #	Q1	Q2	Q3	Q4	Q5	Q6	Q7
1	No	Probably Not?	Friendly	Encourage PhD students to be involved in local politics and get data from local companies. Leverage Silicon Valley location to promote consulting opportunities so students make more money	Stanford has tons of resources	No, if the community is Palo Alto	Yes, 5 minutes
2	No	Stanford is an equal opportunity employer	Academic	More community outreach	Lots of opportunities, but I'm not sure exactly what they are	Not really	10 minute walk
3	No	Not sure	Open and Engaged	Community Service	None	No	Yes, 30 minutes
4	No, already working with the homeless	Tries to be fair and recruit people at different levels. There is a good balance	Busy, fast-paced. People are fairly social but it is usually high stress	Do more wellness based healthcare and help people before they get sick.	Unsure	Yes, integrated well. Has lived in the community for 6 years but there are less social events the more you move forward.	35 minutes to UCSF or works from home
5	Not community related events. Would love to volunteer in community charities	Yes, they are an equal opportunity employer	It's a fun place to work	More community based events- charities, group activities etc.	None	No	Yes, 30 minutes
6	Yes, 1-2 times a week	Yes, community focused job fairs, diversity focused organization. Internship programs at tech companies.	Open, communicative, transparent, driven.	Hold more open events; mentorship/community development programs; housing assistance for employees	Teaching & research stipends, commute stipends, travel stipends for academic purposes, student grants	Yes, people have similar backgrounds and interests to me	Yes, 20 minutes by bike

## Coding Analysis

Themes: Inclusivity, Diversity (in hiring), Disconnection from Community, Community Outreach, Increase Opportunities

Commute Time: 0-10 min, 10-20 min, 20-30+ min

## The Question:



How can companies in the Silicon Valley provide more job opportunities to local residents?



## Themes:

- Socially responsible companies should contribute to their community.
- Educating companies on ethical fading may encourage them to be more involved in the community and to incorporate more inclusive hiring policies.

## Methodologies:

Interviews+Coding



This project utilized a blend of Action and Needs Assessment research. Interviews were conducted at local coffee shops and offices where participants were questioned on various subjects pertaining to whether or not they had participated in any community-based events in the area surrounding their workplaces. After collecting surveys, the answers were then compiled into major themes (such as inclusion), and coding was used to analyze the data.

## Interview Questions:

- Have you participated in any local or community events since you have been employed at this company? If so, how often? Or in what ways would you like to be involved?
- Do you know if your company has any policies regarding diversity or job opportunities? If so, what are they?
- How would you describe your company's office "culture"?
- In what ways would you like to see your company get involved in the community?
- What opportunities are currently available to you as an employee of this company?
- Do you feel included or apart of the surrounding community?
- Do you commute to your work? If so, how long is it?

## Conclusions and Implications:

After analyzing the participants, it was evident that the majority did not consider themselves full time residents and commuted an average of at least 30 minutes to their workplaces. Only two participants, both locals, stated that they felt included in the community while the others felt disconnected. In terms of improvement, many responded they wanted to see more community outreach whether it be through charity work, volunteer opportunities etc. Although most participants stated that their workplaces were equal opportunity employer or had diversity in hiring, this did not necessarily apply to local residents. These themes prevalent and evidence the issue that not enough local residents are being hired in Silicon Valley companies. Perhaps a way companies could address this is by implementing policies that require a percentage of their employees be hired from the local community and create more outreach programs for these local workers. They could also encourage their employees to be more involved in the local community and foster a more positive relationship through volunteer events, job panels etc.



Figure 4: Example of Alexander Country holding a job fair to connect local residents with job opportunities

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## References:

- Richards, I. (2016, June 09). Business Ethics. Retrieved December 18, 2017, Retrieved From Investopedia Website: <https://www.investopedia.com/terms/b/business-ethics.asp>.