

CAROCP Market Watch

California Association of Regional Occupational Centers and Programs

(A Monthly Trends & Forecasting Report)
May 2007

LIGHTS, CAMERA, HIRED *(All Sectors)*

Video resumes may be the next big thing for tech-savvy college students trying to land their first jobs. Companies like MyPersonalBroadcast.com, TVResume.com and TheEdgeVideoResume.com are offering services that range from simple video storage on the Web to full production – including a script tailored to your curriculum vitae and advice on your job hunt. Employers say would-be film stars should proceed with caution. Video resumes can work well for positions that require creativity, like those in the arts or advertising. But for jobs in finance or administration they might not add value. Because video resumes are new, they're still risky. For now, a better way may be to send a written resume with links to your blog, podcast or a Web site with writing samples, if they're relevant. If you do make a video, keep it short and to the point – no longer than two to three minutes. Speak in bullet points to avoid rambling. Tell them directly who you are, why you are interested in the position and what you can do for the company.

[Newsweek](#), May 7, 2007

FACEBOOK *(Information Technology)*

What started as a networking site for college students has become a go-to tool for 19 million registered users, including employees of government agencies and Fortune 500 companies. Facebook, a social utility that lets people share information with the people in their world quickly and efficiently, consists of 47,000 college, high school, employee, and regional networks. More than half of the users visit every day. According to Media Metrix, which tracks Web activity, it is now the sixth most trafficked site in the United States – 1% of all Internet time is spent on Facebook. It is also the number-one photo-sharing site on the Web, with 6 million pictures uploaded daily. Unlike MySpace, where anyone can trawl the site or take on a different persona, Facebook is based on real-world networks of people who share the same email domain and actually want to know more about one another.

In June of 2006, the site was opened to work networks. There are more than 20,000 networks of employees, from the Central Intelligence Agency and the Internal Revenue Service to Macy's and McDonald's. Since December, the CIA has advertised its National Clandestine Service, a department that oversees all human espionage operations, by hosting a "Facebook Careers" group. The group now boasts more than 3,300 members and has a 30 second promotional YouTube video. The CIA doesn't actually post jobs on the site, collect names or engage with members of the group. Instead, the site directs those who are interested to the CIA website.

[Fast Company](#), May 2007 and abcnews.go.com, May 3, 2007

SCHOOLS RIDE EMERGING TREND: BUS-BASED WIRELESS CONNECTIVITY

(Information Technology)

School buses and other vehicles are being equipped with wireless Internet access in an emerging trend that has great implications for students. Proponents of the trend say wireless connectivity on buses could turn what is often a dull ride into another opportunity for learning. In one example of this trend, a Vanderbilt University professor is helping rural students with long commutes to school by turning their buses into mobile classrooms. Students will be able to download lessons from the Internet via cell-phone towers. ESchoolNews.online, April 23, 2007

WALL-TO-WALL WIRING *(Engineering and Design)*

Smart-home technology is giving the home-owner a level of automation futuristic enough to make George Jetson envious. Technology research firm InStat/MDR predicts the global market for home technology will grow from its current level of \$1.3 billion to nearly \$10 billion by 2010. Nearly 34% of builders offered automation capabilities in 2005 but the real breakthrough is the widespread availability of new wireless devices that can be placed in strategic locations. A new remote monitoring system allows you to view what is happening at home on your computer or a Cingular wireless phone. For \$200 to start up and \$10 a month, you can watch your pets or spy on the nanny while you are at the office, or turn your lights on and off to make the home seem occupied when you aren't there. The system can even be set to send a text message to your mobile phone if the motion sensors detect that a door or window has been opened or there is a water leak. A \$200 software program can create elaborate automated routines that you can then control remotely via a Web page and activate by voice or simply by sending an email or a text message. [Time Style and Design](http://TimeStyleandDesign), Spring 2007

CHANGE IN HIGH-TECH U.S. JOBS: CALIFORNIA LEADS THE PACK

(Information Technology)

California continues to employ far more technology workers, pay higher wages and attract more venture capital than any other state. Also, the overall U.S. tech sector is growing at a surprisingly brisk clip – for now. That's the conclusion of the annual report by AeA, the country's largest technology trade association. Researchers relied on data from the U.S. Bureau of Labor Statistics, mostly from 2006. The report says the U.S. tech industry employed 5.8 million people last year – up 2.6% from 2005. The industry gained nearly 147,000 positions in 2006, up from 87,400 in 2005.

Despite two positive years, William T. Archey, head of Washington-based AeA, warned of disaster. The unemployment rate for computer scientists last year was 2.5%; electrical engineers 1.9%. "This is called full employment. Our own kids are not going into math and science, and we can't hire foreigners like we did for the 50 years before 2001," Archey said. California added 14,400 tech workers last year, more than double No. 2 Texas and more than triple No. 3 New York. California's tech workers were the highest paid nationwide, averaging \$95,300 – 109% above the state's average private sector wage. OCPost.com, April 24, 2007

TOP 10 JOBS EMPLOYERS ARE STRUGGLING TO FILL *(All Sectors)*

A recent survey released by Manpower Inc. showed that 41% of the 2,400 firms surveyed said they're struggling to find qualified workers for at least one position.

Here is the Top 10 List:

1. Sales representative
2. Teacher
3. Mechanic
4. Technician
5. Management/Executive
6. Truck driver
7. Delivery driver
8. Accountant
9. Laborer
10. Machine operator

According to Melanie Holmes, vice president of corporate affairs at Manpower, changes in the labor pool are affecting firms' ability to find workers. "Demographics are not in employers' favor because of retiring baby boomers and the fact that birth rates are not keeping up with those that are retiring." Additionally, job seekers lack sought-after skills that are necessary. "There might be people, but they don't have the skills that are necessary," she said.

"As with many things these days, the world of work changes so quickly and so dramatically. If we're not very careful to keep our skills up-to-date as an individual, and as an employer if I'm not working to keep my workforce's skills up-to-date, people can become redundant," Holmes said. [Yahoo.com](#), March 28, 2007

FASHIONABLE EMAIL ALERTS *(Marketing, Sales, and Service)*

The minute [Nordstrom.com](#) receives a new piece of clothing from a favorite clothing label in a certain size and price range it instantly alerts interested customers via email. The tool is called RSS feeds, which Nordstrom launched in February. Nordstrom customers have requested hundreds of RSS feeds about their favorite Nordstrom merchandise. Fashion is constantly evolving and this gives them the opportunity to stay current. While this service is commonly offered by news and financial sites, it's new to the fashion industry. RSS feeds aren't the only creative online ways retailers and manufacturers are reaching shoppers.

Companies are expanding their marketing techniques beyond the ubiquitous advertising strategies like emails and search engines such as Google. For example, Banana Republic created an ad to pop on major fashion and celebrity blogs. And action-sports brands are creating MySpace accounts. Billabong announced in February that it launched its own page on the popular social network.

A Forrester Research study shows that the slice of surveyed companies adopting certain emerging marketing methods has roughly tripled. They are trying to reach consumers who are already using these technologies. However, surveys by Jupiter Research show that,

so far, these up-and-coming marketing techniques haven't really translated into sales. Three percent or less of online shoppers uses RSS feeds, blogs and MySpace.com when researching or purchasing products. Still, analysts believe it's important to experiment so businesses don't miss the next big thing. There's a lot of potential money riding on finding the next big online marketing ploy. By 2011, it is predicted that half of all U.S. retail will be purchased online or influenced by the Internet.
[The Orange County Register](#), April 20, 2007

“I DIDN'T KNOW THAT I WAS SCHEDULED TO WORK.” *(All Sectors)*

Scheduling can be a big headache for retail stores, restaurants, theaters and call centers. But new tools are popping up to help employers assign shifts and workers track down their schedules. Whenamlon.com speeds up scheduling. The Web-based application is free but accepts donations. It offers automated drag-and-drop employee scheduling, time clock, payroll and reporting functions. It lets managers create and change schedules from anywhere and lets employees check their schedules from anywhere.
[The Orange County Register](#), April 30, 2007

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California State Standards for Career and Technical Education (CTE)

Industry Sectors

- | | |
|---|---|
| 1. Agriculture and Natural Resources | 9. Health Science and Medical Technology |
| 2. Arts, Media, and Entertainment Technology | 10. Hospitality, Tourism and Recreation |
| 3. Building Trades and Construction | 11. Information Technology |
| 4. Education, Child Development and Family Services | 12. Manufacturing and Product Development |
| 5. Energy and Utilities | 13. Marketing, Sales, and Service |
| 6. Engineering and Design | 14. Public Services |
| 7. Fashion and Interior Design | 15. Transportation |
| 8. Finance and Business | |

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