

CAROCP Market Watch

California Association of Regional Occupational Centers and Programs

(A Monthly Trends & Forecasting Report)

November 2005

JOBS *(All Sectors)*

Some U.S. jobs pay living wages, are in fast-growing fields, have lots of openings and don't require bachelor's degrees. Most of them aren't glamorous, but they won't be offshored anytime soon either.

- Registered Nurse – Income range: \$40,000 to \$57,500. Projected annual openings: 110,119. Education: Associate's degree in nursing. School admission is highly competitive but the acute nurse shortage is expected to double by 2015.
- Licensed Practical Nurse/Licensed Vocational Nurse – Income range: \$26,400 to \$37,000. Projected annual openings: 29,480. Education: 11th grade math and reading required for admission to a 12-month academic training program. Lots of jobs available in long-term care.
- Automotive Technician – Income range: \$22,080 to \$42,730. Projected annual openings: 31,887. Education: high school. Training without high school auto-shop experience lasts six months to two years and costs \$3,000 to \$24,000. Lead technicians at car dealerships can earn over \$100,000.
- Computer Support Specialist – Includes help-desk support, personal computer technician, network administrator and Web-site development and maintenance. Income range: \$29,760 to \$51,680. Projected annual openings: 21,579. Education: Entry-level jobs are available without much formal training.
- Building/Construction Careers – Income range: \$26,180 to \$53,820. Projected annual openings: over 20,000 depending upon the trade. Education: high school. Pre-apprenticeship training lasts 12 weeks; apprenticeship, three to four years. Earnings are 50 percent higher in unionized jobs, but they are tougher to get.

The Orange County Register, October 3, 2005

MATH WHIZ *(Building Trades and Construction)*

Building and remodeling fractional calculators take construction calculations to a whole new level of ease and simplicity. These units enlist the use of dedicated function keys to make construction-specific calculations that would otherwise be difficult to perform. For example: At the press of a button, one can figure how many rolls of wallpaper or how many yards of carpet will be needed and the most common calculation of all – how many gallons of paint to buy. The beauty of these calculators is that they add, subtract, multiply and divide fractions and display an answer that can be found on any measuring tape. Specialized calculators are also available for recipe conversions and for determining fabric needs in quilting. The Orange County Register, October 8, 2005

WORKING WONDERS *(All Sectors)*

They're dependable, kind, experienced and wise. It's no surprise that more and more smart companies are turning to older workers to get the job done right. Some of the qualities of the 50-plus workers that companies find valuable include:

- Punctual: They not only have a great work ethic and arrive ready to do the job but they are dependable and have fewer absences.
- Caring: Community-minded, they see work as an expression of their caring for other people.
- Wisdom: They are eager to share their knowledge and accumulated life experience.
- Balance: While valuing flexibility, they are motivated to perform well and be fully engaged in their work.
- Vision: After years in the workplace they have the ability to spot problems in advance and offer solutions.

AARP, November/December 2005

M.B.A. OVERSEAS *(Finance and Business/Education, Child Development and Family Services)*

The M.B.A. degree may be a U.S. invention, but more American students are taking a closer look at Europe's increasingly competitive business schools. Many European schools have stepped up their marketing in the U.S. touting the advantages of their international culture and curriculum in an ever more global economy. Some schools also promote their one-year degrees as a better value than the typical two-year U.S. program. Most European management courses are taught in English, however, many schools expect students to master at least one additional language during the program. The Wall Street Journal, October 11, 2005

SALUTE YOUR TEACHER *(Education, Child Development and Family Services)*

Principals across the country say teachers who come from a military background often outperform those who enter teaching straight from college. They say the ex-military teachers are resourceful, flexible, better prepared to deal with parents, have a sense of discipline, a refusal to surrender and an armor of self-confidence.

ASCD (The Virginian-Pilot), October 3, 2005

LIVING WITH SARBANES-OXLEY *(Finance and Business)*

When the strict new corporate-governance law was enacted in 2002, companies struggled to meet shifting demands and deadlines—and battled their auditors over how to interpret the requirements. Now companies have started to find their footing and they're taking the lessons they've learned and codifying them into company policy. These new strategies cover a host of areas. Companies are streamlining their internal audit procedures. They're coming up with better ways to train employees in compliance, as well as spreading the workload more evenly to avoid employee burnout. Most important, they're learning to make peace with their auditors.

Still, many companies are struggling to find their footing with Sarbanes-Oxley. Many small businesses in particular are overwhelmed trying to juggle compliance work with

day-to-day jobs. Some small public companies are going private, citing the burden of Sarbanes-Oxley control reporting. [The Wall Street Journal](#), October 17, 2005

4 YEARS FOR NOTHING? *(Education, Child Development and Family Services)*

For-profit colleges are booming. Enrollment now stands at 1.7 million students, up 42% from five years ago, and accounts for 9% of all U.S. college and graduate students. A new fight between these for-profits and the education establishment raises a key question: How much are degrees from for-profits really worth? Traditional colleges rarely recognize the work done by students at for-profits, arguing their academic standards aren't high enough. So these students often have to start over if they want to go elsewhere to complete or advance their studies.

Across the country, former students of for-profit colleges have filed at least half a dozen lawsuits, alleging they were misled about whether other colleges would accept their course credits or degrees. The for-profit industry is pushing a bill that would make it more difficult for traditional colleges to reject course credits and degrees from their schools. It is now pending before Congress as part of broader higher-education legislation. [The Wall Street Journal](#), September 30, 2005.

NOTHING IS FOR KEEPS *(Marketing, Sales, and Service)*

All over the consumer marketplace, people who used to buy things for keeps are renting, flipping, or instantly upgrading. These shoppers care less about whether things are truly theirs and more about whether they can get the latest and best. Whereas once they could only shop this way in niche areas such as car leases, now they can also try handbags, consumer electronics, movies and music.

The best known model is Netflix. Since it started in 1999, the company has signed up more than 3.5 billion subscribers who typically pay \$18 a month to rent DVD movies that are sent to them in the mail. Users send them back in prepaid envelopes. In recent years, companies like Jiggerbug and GameFly have taken the Netflix approach to audio books and videogames. Encyclopedia Britannica's fastest growing business isn't books or CD-ROMs, but charging a fee for access to its encyclopedia online. A Web service called Bag, Borrow or Steal charges clients \$50 a month to rent handbags. Takers can rent a bag anywhere from a few days to a month before mailing it back in exchange for a fresh one if the novelty fades or a special occasion arises.

Technology both creates and satisfies the desire for the latest and the greatest but hot products are now rendered obsolete or unfashionable at a dizzying rate. At the same time, the Internet has created a huge and efficient market for ordering new goods and selling them fast on sites such as eBay. Recently a computer programmer purchased a Nintendo DS videogame console and two games to keep him busy on a flight to Des Moines, Iowa. While waiting to board his flight, he photographed the device, which was still in its box, and sent the images to an eBay auction from his laptop through the terminal's wireless connection. His ad mentioned that he planned to use the game for just the weekend. The auction closed the day after he returned from his trip and he

netted slightly more than the \$200 he originally paid for the system. [The Orange County Register](#), October 19, 2005

PUZZLING DEVELOPMENTS *(Arts, Media, and Entertainment)*

It's hard to imagine anything geekier than a number puzzle. And yet people the world over are furrowing their brows over Sudoku. The game that has had Britain in its grips for the past year now appears in most major American newspapers and has spawned bestselling books, a TV show, computer programs, tournaments, and countless addictions.

The central appeal of Sudoku is its simplicity. The puzzle is a nine-by-nine square grid composed of nine three-by-three mini-grids. The goal is to fill the entire grid so that every row, column, and mini-grid has the numbers one through nine, each appearing once.

Sudoku has turned into big business. Amazon.com now lists 82 Sudoku books, and not one was published before June of this year. It's not just the book industry that's seeing the ripple effects of Sudoku. The largest stationer in Britain attributes the 700% increase in pencil sales at its airport locations to Sudoku. [Fortune](#), October 17, 2005

THE FLY *(Information Technology)*

It's a computer. It's paper. Well...it's both. The Fly Pentop Computer is a nifty little piece of hardware that gives kids audio feedback as they write and draw on special Fly paper. Draw a calculator, touch the handwritten digits and functions with the device to perform an operation and then hear the answers announced. Or draw drums and keyboards and record your own tunes. Plus, you can load the Fly with Flyware cartridges to add new games and adventures. [Edutopia](#), October 2005

POPCORN AND RAISINETTES AT YOUR NEXT MEETING *(Marketing, Sales, and Service)*

Faced with declining audiences, theater operators are targeting a whole new market: corporate offsites. Companies from Bear Stearns to Microsoft to Papa John's have all recently rented out theaters through a company called CineMeetings (a joint venture of Regal Entertainment, AMC, and Cinemark), which can simulcast content to some 650 theaters, putting everything from PowerPoint to your boss's mug on the big screen. Rentals run between \$3,000 and \$5,000 – extra for Milk Duds and post-meeting movies. Cinemark's efforts to better utilize their space between 8:00 a.m. and 5:00 p.m. is working as they hosted over 7,000 events last year, generating \$100 million. [Fortune](#), October 31, 2005

Trends & Economic Forecasting Committee – November 2005

Carol Hume
Coastline ROP
chume@coastlinerop.k12.ca.us

Kim Thomason
Capistrano-Laguna Beach ROP
kthomason@capolagrop.k12.ca.us

California State Standards for Career and Technical Education (CTE)

Industry Sectors

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

CAROCP is Mission Driven – Market Smart!

A publication from the California Association of Regional Occupational Centers and Programs