

CAROCP Market Watch

California Association of Regional Occupational Centers and Programs

(A Monthly Trends & Forecasting Report)
December 2005

WHO ARE THE MILLENIALS? *(All sectors)*

“Millennials” is one term sociologists use to designate those youths raised in the sensory-inundated environment of digital technology and mass media at the millennium. Members of this generation are thought to be adept with computers, creative with technology and, above all, highly skilled at multi-tasking in a world where always-on connections are assumed. Their everyday lives are often characterized by immediate communication, via instant messenger, cellular conversations or text messaging. No member of this generation, it can be assumed, will ever wait on a street corner for a friend.

The changing ways that members of this generation can learn, communicate and entertain themselves are the primary reasons behind the popularity of socially oriented technologies such as blogs, wikis, tagging and instant messaging. Children who were born when Netscape Communications went public are now 10 years old and have been raised on a steady diet of digital technologies that have fundamentally shaped their notions of literacy, intelligence and friendship. [CNET News.com](#), November 18, 2005

DIGITAL DETECTIVES *(Information Technology)*

What do the trials of Scott Peterson, the BTK serial killer, Enron and Merck’s Vioxx have in common? All have hinged, or will hinge, to some degree, on digital evidence – e-mails, documents, web pages, pictures – procured from an individual’s laptop or off a corporate network. The process of culling and preserving digital evidence for use in court is called digital forensics, and while it represents just a sliver of the \$6.4 billion computer-security software market, this once obscure field is taking off. In fiscal 2005 the FBI’s computer analysis response team tripled its workload from the previous year, to over 5,000 cases. A 2004 FBI sponsored survey found that 64% of companies suffered financial losses because of computer breaches.

Digital forensics software can safeguard electronic evidence for use in investigations. Encase, a forensic software program, creates a digital duplicate of a suspected hard drive, which an investigator can then search by keyword, file type, or access date. [Fortune](#), November 14, 2005

'TIS THE SEASON (Marketing, Sales, and Service)

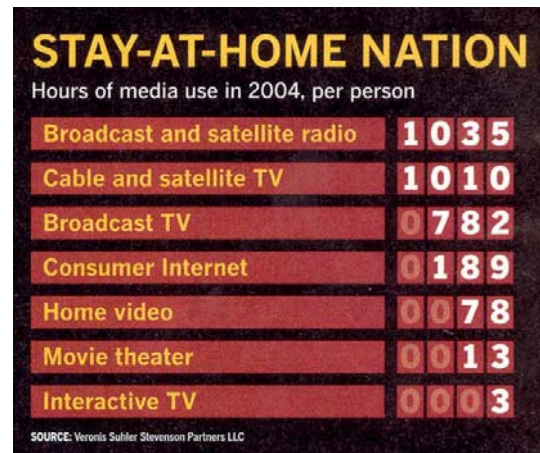
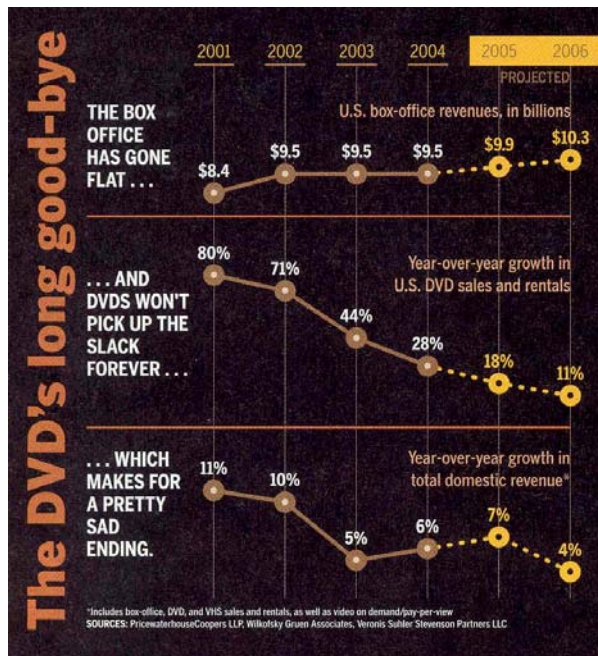
The National Retail Federation predicts that luxury stores and the Internet will do extremely well this year. Consumers have become very savvy and are often using three channels to shop. They will comparison shop online, use the catalog to look at pictures and then go to the store to feel the goods.

More and more consumers are buying gift cards. The stigma that was once attached to gift certificates seems to have evaporated and gift cards are now one of the most highly coveted gifts for the holidays. [USA Today](#), November 18, 2005

A DARKENING PICTURE (Arts, Media and Entertainment Technology)

If numbers don't lie, there's a showdown coming to Tinseltown. As more Americans take their movies lying on the couch – or on the screen of a PC or some other digital doodad – studios and theater owners are heading into crisis mode. In the new digital era, the traditional movie moguls will not have total control of what consumers watch and when.

Hollywood's future success hinges on containing its fear and embracing the changes ahead. The success of iTunes and the boom of video downloads to PCs and TVs are mapping a route out of the darkness. For the price of taking a family to the movies – plus popcorn and soda – tomorrow we'll buy digital gizmos that can hold and organize thousands of hours of video. The box office has gone flat as we become a stay-at-home nation. [Fast Company](#), 2005



FORTIFIED HOMES *(Building Trades and Construction)*

Across the country, builders and suppliers are developing new products and techniques to assemble homes that are strengthened well beyond what building codes require. Some builders have been inspired by the powerful hurricanes that have struck the Gulf Coast in the past 15 months. Companies are trying to develop products that are stronger than wood, steel and concrete and can guard against catastrophic failure. One of the more promising products being developed is a high-tech fiberglass composite that can be used to make the frame and shell of a house. The composite, which is similar to the material used to make the military's Stealth Bomber, is lightweight and can withstand winds far stronger than the most powerful hurricane. [The Wall Street Journal](#), November 23, 2005

VIVE LA DIFFERENCE *(All sectors)*

Diversity training has been around for decades but it doesn't look anything like it used to. It's a lesson many corporations are learning. As their work force and customer base grow increasingly diverse, companies are using intensive training courses to teach employees from different backgrounds to work together effectively and to serve a broad spectrum of customers. This new generation of courses marks an abrupt break with diversity training efforts of the past. Gone are the sometimes confrontational sessions that alienated many white males in the 1980s and 90s, as well as the touchy-feely sensitivity-training programs that followed and were often mocked. The current generation of courses is often built around the business case for diversity – rather than simply sending the message that it's the “right thing to do.” And instead of just attempting to raise employees' consciousness about sensitivity, the new courses aim to give workers communication and management skills they can use in everyday situations.

Listed are some of the themes that have been emphasized in diversity training in recent decades:

- 1970s: Race relations, human relations, men and women as colleagues
- 1980s: People with disabilities, sexual orientation (at leading-edge companies), language issues
- 1990s: Communicating across cultures, sexual orientation, gen X/baby boomer differences
- 2000s: Religious differences, globalization, “micro inequities” (small slights and unconscious behaviors that can add up to exclusion), work-life balance, expansion of age/generational issues, spirituality (meditation, etc.)

[The Wall Street Journal](#), November 14, 2005

MORE GRADS ARE MOONLIGHTING *(All sectors)*

Young college graduates new to the job market have always struggled to make ends meet – particularly those in fields like art, acting and social service work. But these days, even some graduates with more marketable degrees find they need to take a second job. There are no hard statistics, but veteran career counselors say moonlighting is increasing higher up the career ladder. Today's two-job graduate may

hold an undergraduate degree in almost any discipline (other than engineering and investment banking, where starting salaries are about \$50,000). A big reason is that recent college graduates have more student loan debt to repay than their predecessors. The cost of going to college is increasing at double-digit rates every year. Compared to 15 years ago, it's tripled – yet pay rates have not tripled. The Wall Street Journal, November 1, 2005

THE FUTURE OF DEATH *(Marketing, Sales, and Service)*

If ever there was an industry dying for an upgrade, it's death. At the National Funeral Directors Association convention vendors were hoping to add life to this industry by incorporating technology. A new company called So funeralOne is selling software to make tribute videos. Family members select a theme from the menu for background video, pick some music, and scan in family photos. The video, burned onto a DVD, is a keepsake considerably more vivid than a funeral program. At the service, people will watch it several times over and ask for a copy. The price is about \$25 per disk. It is a powerful memory and a new source of revenue for mortuaries.

Another vendor featured real-time funeral Webcasts so mourners unable to go can attend remotely. Tombstones have also gone hi-tech. The Vidstone is a regular tombstone with a 6 ½ by 8 ½ inch monitor which plays a 10 minute video.

Need a casket? Costco is now selling them at four Southern California locations. Fast Company, December 2005

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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

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