

CAROCP MARKET WATCH

(A Monthly Trends & Forecasting Report)
January 2005

TOP JOBS FOR 2005

Minimal Training: Retail salesperson is expected to have the greatest job growth among all occupations in the short and long term (through 2012). Other occupations in this category include janitors and cleaners, general-office clerks, cashiers, and food servers.

Moderate Training: Customer-service representatives rank number one in Orange County, number eight statewide, and number four nationally. Other occupations in this category are wholesale and manufacturing sales representatives, executive and administrative assistants, construction workers, and truck drivers.

Specialized Training: Restaurant cooks have the highest projected growth in Orange County and rank 21st at the state level. Carpenters, electricians, plumbers, and general maintenance and repair workers also have favorable short and long-term outlooks.

Degree or Work Experience: Three supervisory areas rank high in short and long-term growth: office/administrative support, retail sales and food service. Computer-support specialists are expected to lead the way for job growth among careers requiring post-secondary education or an A.A. degree. Registered nursing is projected to have the greatest growth among all occupations in the U.S. through 2012. It ranks seventh in the state for short-term growth and fourth for long-term growth. Automotive service technicians are also in high demand statewide. The Orange County Register, December 12, 2004

ENGLISH TEACHERS NOT INVITED TO THE E-MAIL PARTY

Corporate e-mails underscore a glaring need for training in how to communicate the written word. Millions of Americans must write more frequently as e-mail has replaced the phone for much workplace communication. A recent study, by the National Commission on Writing, concluded that a third of employees in the nation's blue-chip companies wrote poorly and that businesses were spending as much as \$3.1 billion annually on remedial training. An entire education industry has developed to offer remedial writing instruction to adults, with hundreds of public and private universities, for-profit schools and free-lance teachers offering courses in business and technical writing. The Orange County Register, November 22, 2004

SWEAT THE SMALL STUFF

Microinequities, the little office snubs, can add up. Subtle putdowns, dismissive gestures, and sarcastic tones sap motivation and can make an organization unsuccessful. Common microinequities include someone else taking credit for your work, not being included in small group conversations, being inadvertently left off of an e-mail distribution, and being interrupted. Employees begin to feel unappreciated and may leave an organization because they don't feel valued.

Employees who aren't categorized as high performers need to feel valued as well. Pay closer attention to the people you consistently overlook to discover ways to make them feel included and maximize their potential. [The Orange County Register](#), December 13, 2004

SOME THOUGHT PROVOKING FORECASTS

- More students and trainees will attend class virtually. By 2008, distance learning (via the Internet, e-mail, or other technologies) will become the main method used in 30% of training programs. By 2014, it will be the main method used in 30% of university courses.
- Telecommuting is predicted to expand rapidly as workers are increasingly linked to their jobs electronically rather than physically. The number of U.S. teleworkers will grow from 15 million to more than 50 million by 2010. The trend is due to ever more sophisticated communications technologies and corporations' search for lower-cost labor. There has been some resistance from workers who fear the loss of their professional identity.
- Technology could create more musicians. Increasingly sophisticated recording equipment is becoming more affordable for nonprofessional musicians, allowing more people to record and edit professional, broadcast-quality sound at home. They could then market their work to the public via the Internet, bypassing the recording and radio industries.
- In the future, more emphasis will be placed on skills that cannot be automated. These "hyper-human" skills include caring, judgment, intuition, ethics, inspiration, friendliness, and imagination. [The Futurist](#), November-December 2004

FLAT-SCREEN TVS ARE NOT CREATED EQUAL

LCD flat-panel televisions use the same technology found in laptop screens and flat-panel desktop computer monitors. The vivid picture is produced using a costly, special glass panel with transistors attached to it. They are expensive in larger sizes above 40 inches, but prices are expected to drop next year.

Plasma televisions produce rich, vivid pictures by using a gas trapped between sheets of glass. They are less expensive than LCDs. Like LCDs, they are skinny. Problems such as short life cycles, burn-in of fixed images left on the screen a long time, and failure to work at higher altitudes have been mitigated in better models.

DLP televisions are generally less expensive than either LCDs or Plasmas, though substantially thicker. They are actually a form of rear-projection TV—the slimmed-down, digital successor to the old models.

Let the buyer beware!

- Watch out for confusing terminology. Sony's LCD sets have screens that are not LCD panels. Other sets are advertised as "flat screen" but are just TVs with flat glass in front instead of the usual curved glass.
- Don't confuse flat-panel or big-screen TVs with High Definition (HD). Many flat-panel or big screen TVs are not capable of displaying TV programming in HD. By the same token, you can buy a fat, traditional style TV that is equipped to receive HD. (You have to subscribe to a cable or satellite service that offers HD programming via a special set-top box or rooftop antenna.) [The Wall Street Journal](#), December 9, 2004

GROWTH FORECAST TO SLOW IN 2005

California can look forward to “solid, but not spectacular” economic growth in 2005 according to a recent UCLA report. Researchers warn, however, that they see clouds on the horizon ranging from Southern California’s increasingly unskilled and off-the-books work force, to the state’s unresolved budget issues, the country’s low savings rate, growing mortgage debts, and vulnerability to a downturn in the property market. They are predicting that growth in California in 2005 will be slower than in 2004, particularly in Southern California, and slower yet in 2006. [The Orange County Register](#), December 8, 2004

DIGITAL DENTIST

Even dentists are going digital. While waiting for the Novocain to take hold, you may soon be able to access your e-mail messages from a flat screen attached to an arm connected to your chair. Dentists can also show patients photos and x-rays of their teeth on the screens. A nearly paperless dental office where patient files and billing information are logged in the computers is coming! [The Wall Street Journal](#), December 9, 2004

HUM THAT TUNE

There’s a record you want to buy but you can’t remember the song’s names. A system is under development that will let you hum a few bars and the 10 most likely matches from a 2 million song database will be displayed. The artist and information on purchasing the song will also be available. [The Futurist](#), November-December 2004

STUDYING ABROAD

The number of students leaving their home countries for higher education will triple by 2020, from 2 million to nearly 6 million a year. International students are increasingly computer-literate and discerning, and they are valued for what they can contribute to the economies and academic progress in their host countries. Demand for trans-national education delivered through distance learning will grow even faster, outstripping onshore learning by 6%. [The Futurist](#), November-December 2004

THREE LITTLE WORDS

A few small words can make all the difference and might even improve your work environment.

“I’ll do it.” Don’t be afraid to take on tasks that will move the project toward the finish.

“You are right.” What terrific acknowledgement to bestow on another person!

“Let’s do it.” The objective is to get the job done. There are times when another meeting or focus group is overkill.

“Great job, (name)!” It’s an immediate morale booster when not idle flattery.

“Yes, we can.” A positive attitude can work miracles. Show what can be done rather than proving what can’t. [The Orange County Register](#), November 22, 2004

SUCCEEDING IN 2005

Ask the Right Questions – Peter Drucker

The issues facing management don't change from year to year. The answers do. The biggest skill needed to address these issues is not really a skill—it is a basic attitude, a willingness to start not with the question “What do I want to do?” but with the question “What needs to be done?”

Find a New Answer – Stephen Covey

The seven habits were effective, but effectiveness isn't key anymore. You have to be effective just to enter the arena. The key is to move to greatness. Since the start of the information age, the whole nature of the world has changed in significant ways. The industrial age was about control and the information age is about release. Release means helping people find their voice so they can do what they love doing and what they do well. When people find their voice, you don't need to worry about supervision, rules and regulations—carrot and stick. Today, if people don't move gradually into the release model, then they are going to be history. [Business 2.0](#), December 2004

[Trends & Economic Forecasting Committee –January, 2005](#)

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

Gerry Kawamura
Coastline ROP
gkawamura@coastlinerop.k12.ca.us

CAROCP is Mission Driven – Market Smart!