

# CAROCP Market Watch

*California Association of Regional Occupational Centers and Programs*

(A Monthly Trends & Forecasting Report)  
June 2006

## **HIRE SLOW, FIRE FAST** *(All Sectors)*

Hiring after one interview – no probing, no references, no work-history review – is like hopping a red-eye to Vegas to get married after one date. It's impulsive and expensive, and your chances of long-term harmony are abysmal. Interviewing a job candidate is like asking your teenager how school was that day. You won't find out what's worth knowing until you ask just the right questions in just the right way. Here are some thought provoking questions to ask:

### **Job history**

- What was your job description, and what did you actually do?
- What did you love about your last job, and what did you hate?
- What will your supervisor say about you when I call?

### **Hard work and initiative**

- What are some on-the-job examples of your going beyond the call of duty?
- Walk me through a typical day at your most recent job.

### **Personality**

- When do you find you are not a team player?
- What's the happiest you have ever been and why?
- What really made you mad at your last job? What did you do about it?
- Describe a poorly handled encounter with a colleague. What would you do differently?

### **Self-Analysis**

List a dozen topics – organizational skills, computer proficiency, time management, customer service, reaction to change, teamwork – relevant to the open position.

Ask the interviewee to rate his/her skill from one to ten. Follow up with, "What will it take to get you to a 10?"

If the employee doesn't work out you may need to fire the individual, or "free up his/her future for more suitable work." Remember that welfare management – failing to adequately hold people accountable and allowing the wrong people to stay in key positions – hurts everyone. [AdvantEdge](#), May/June 2006

## **ASSISTED LIVING: A NEW TWIST** *(Health Science and Medical Technology)*

Looking to increase their business without having to build new facilities and to attract residents, a growing number of companies that run assisted living or nursing homes are offering an array of non-medical services to elderly people who want to remain in their houses. Among the offerings: trained caregivers who help with daily tasks and plan activities to keep the senior's mind active – as well as access to services and events at the retirement facilities themselves, such as meals, gyms, classes and field trips. Some companies even promise that their home-care clients will get preferential treatment in

securing a live-in spot at facilities that have long waiting lists. [The Wall Street Journal](#), May 18, 2006

### **CUTTING-EDGE VACATIONS** *(Health Science and Medical Technology)*

Whiplash was just the first agony that a car accident victim from Louisiana suffered. The second was sticker shock. The self-employed, uninsured chiropractor learned it would cost \$90,000 to get the herniated disk in his neck repaired. So, over the objections of his doctors, he turned to the Internet and made an appointment with a hospital in Bangkok. There a U.S. trained surgeon fixed his injured disk for less than \$10,000.

As word has spread about the high-quality care and cut-rate surgery available in such countries as India, Thailand, Singapore and Malaysia, a growing stream of uninsured and underinsured Americans are boarding planes not for the typical face-lift or tummy tuck but for discount hip replacements and sophisticated heart surgeries. These countries have seen a 30% increase in international patient business from medical tourists. There is a significant shift under way and its one that could put greater competitive pressure on U.S. hospitals as some of their most lucrative patients are siphoned off. This has the potential of doing to the U.S. health-care system what the Japanese auto industry did to American carmakers. [Time](#), May 29, 2006

### **COLLEGE GRAD WAGES ARE SLUGGISH** *(All Sectors)*

Having a college degree doesn't guarantee a raise these days. For the typical American worker with a bachelor's degree, surging U.S. productivity isn't showing up in his or her paycheck. The average hourly wage of workers with bachelor's degrees, but no graduate degrees, was \$24.67 in 2005. That was only 1.3% higher than in 2000, after adjusting for inflation. This isn't to say that college is a waste. Wages of workers with bachelor's degrees averaged 75% more than those of high-school grads in 2005, a reward for schooling that has grown in recent decades.

Technology, immigration, competition from abroad, and employers spending more money on health benefits are eroding wages of low skilled U.S. workers, the 40% who haven't gone beyond high school, and perhaps even the 30% who have taken some college courses but not earned a B.A. But why aren't the 20% of workers who have finished four years of college (but not gone on to graduate school) doing better in a growing economy? One explanation boils down to "just wait." A similar lag in wages marked the "jobless recovery" of the early 1990s, but then wages picked up. A second explanation is that changing technology is making skills even more valuable and that only some college grads have the skills in hot demand. Additionally, anxiety about losing one's job to India and China, once limited to factory workers, has spread to U.S. college grads, and employers are exploiting that. Lastly, American attitudes seem to have changed in the past quarter-century. In workplaces of all sorts, there's less pressure to share the goodies: giving the bulk of the raises to already well-paid workers.

[The Wall Street Journal](#), May 18, 2006

### **TEACHING DOCTORS TO CARE** (*Health Science and Medical Technology*)

Why would the U.S.'s top medical school ask its students to spend valuable time training with a patient instead of a doctor? At Harvard and other medical schools across the country, educators are beginning to realize that empathy is as valuable to a doctor as any clinical skill. Whether it's acknowledging that a patient was inconvenienced by having to wait an hour before being seen or listening when someone explains why he didn't take his meds, doctors who try to understand their patients may be the best antidote for the widespread dissatisfaction with today's health-care system.

So Harvard has built closer partnerships between students and patients into the principal clinical experience, a small but important part of its most significant curriculum reform in two decades. Other schools are following suit. The best doctors in the future will treat the patient as a whole, not a series of symptoms. [Time](#), May 29, 2006

### **FASHIONABLY LATE? DESIGNERS EMBRACE E-COMMERCE** (*Fashion and Interior Design*)

Individual fashion houses have always resisted launching their own e-commerce sites. Many don't have official Web sites. For them, the decade long online retail universe epitomized by companies like Amazon.com Inc., and eBay Inc., has long been considered incompatible with the exclusivity of high fashion. But driven by the need to find new revenue sources without spending small fortunes on lavish stores, high-end fashion houses are changing their tune. Shopping on the Internet is no longer about discount, but about convenience. Over the past year, Dior, Louis Vuitton, Bottega Veneta and DKNY have all unveiled e-commerce sites. While accessories abound, none of the major fashion houses sell clothes on their e-commerce sites. "Ready-to-wear requires a visit to the boutique to see and feel the item," says a Dior representative. [The Wall Street Journal](#), May 19, 2006

### **HIGH TECH'S LATEST HOT JOB IS SELLING ONLINE ADS** (*Information Technology*)

Ad sales on the Web are booming and so is the market for online-ad salespeople. This is sparking intense competition for talent and it's pushing up compensation and prompting comparisons with the earlier dot-com boom. U. S. online-ad revenue increased 30% last year to \$12.5 billion. While Internet companies, led by Google, have built large-scale automated Web systems for selling online-ads, a majority of online-ads are still handled the old-fashioned way, by salespeople. The need for human sales touch is especially strong as traditional media companies make video and print content increasingly available on the Web – and support them with ads – and traditional marketers such as packaged-goods companies buy more advertising online. [The Wall Street Journal](#), May 27, 2006

### **SUMMER JOBS ARE EASIER TO FIND THIS YEAR** (*All Sectors*)

In recent years landing a summer job has been more difficult as young people had to compete with older, more-experienced workers in a weaker employment market. Now, as the nation's economy picks up steam and the unemployment rate hovers at its lowest level in nearly five years, many employers and online job sites report increased hiring this summer. Web sites that list summer jobs – an increasingly popular tool for students – are reporting a large increase in postings in a wide range of occupations. Most of the listings

are in the retail and hospitality sectors – stores, theme-parks, restaurants, movie theaters – but there is also an increasing number of listings in less-traditional areas, such as health care attendants, in-store product demonstrators, and event staffers at catering and party-planning firms.

Some Web sites for summer-job hunters:

[www.SnagAJob.com](http://www.SnagAJob.com): lists hourly jobs at employers such as Home Depot

[www.Teens4hire.org](http://www.Teens4hire.org): geared toward teen job seekers

[www.SummerJobs.com](http://www.SummerJobs.com): lists many camp and fund-raising jobs

[www.CoolWorks.com](http://www.CoolWorks.com): posts seasonal jobs at places like ranches and parks

[www.StudentJobs.gov](http://www.StudentJobs.gov): lists jobs with the federal government

[The Wall Street Journal](#), May 11, 2006

### **WHAT DO MEN WANT?** *(All Sectors)*

To build a better workspace, consult the worker bees. In a poll conducted by Knoll, a furnishings maker, and research firm DYG, 850 workers at companies with 100 or more employees were asked what surroundings made them productive. Some 45% said they work best in private offices. The rest prefer collaborative spaces (16%), their homes (18%), or other sites outside the office (22%). Some 40% of Gen Y workers, aged 18 to 29, said they like open office plans. Just 18% said they would choose cubicle-like stations with panels for privacy. Young people are driving a trend toward more creative, interactive work environments. Then there's what might be called the thermostat factor. Women listed eight attributes as having a "high impact" on productivity which included privacy, natural light, and the option of personalizing a space. Men named just one: the ability to control the air conditioning or heat. [Businessweek](#), May 29, 2006

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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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