

# CAROCP Market Watch

(A Monthly Trends & Forecasting Report)  
March 2006

## 20 JOBS THAT DON'T REQUIRE A DEGREE *(All Sectors)*

Though it was once conventional wisdom that you needed to have a four-year college degree to be successful, many employment experts believe that maxim has become a myth. While a college education increases a worker's chances of earning more money, it's certainly not the only reliable path to well-paid and rewarding work. According to the U.S. Bureau of Statistics, eight of the top 10 fastest-growing occupations through 2014 do not require a bachelor's degree. Based on data from the U.S. Department of Labor and the Census Bureau, career planning expert Michael Farr and statistician Laurence Shatkin recently published the second edition of their book [The 300 Best Jobs That Don't Require a Four-Year Degree](#).

Among the 25 top-paying occupations are jobs in sales, education, law enforcement, construction, administration and transportation, as well as management and supervisory jobs. Here are 20 of the top-paying jobs that don't require a degree according to Shatkin's book:

Job Title (Annual Income)	Job Title (Annual Income)
Air Traffic Controller (\$102,030)	Storage/Distribution Mgr. (\$66,600)
Transportation Manager (\$66,600)	Police/Detective Supv. (\$64,430)
Non-Retail Sales Mgr. (\$59,300)	Forest Fire Fighting Supv. (\$58,920)
Municipal Fire Fighting Supv. (\$58,902)	Real Estate Broker (\$58,720)
Elevator Installers/Repair (\$58,710)	Sales Representative (\$58,580)
Dental Hygienist (\$58,350)	Radiation Therapist (\$57,700)
Nuclear Medicine Tech. (\$56,450)	Police Records Officer (\$53,990)
Criminal Investigators (\$53,990)	Immigration/Customs Inspector (\$53,990)
Police Detective (\$53,990)	Insurance Fraud Investigator (\$53,900)
Commercial Pilot (\$53,870)	Talent Director (\$52,840)

Competitive paying jobs for which there is high demand for workers include:

- Vocational education teachers at the post secondary level, with annual earnings of \$40,740 and 216,000 openings each year.
- Registered nurses, with annual earnings of \$52,330 and 215,000 openings each year.
- Wholesale and manufacturing sales representatives, with annual earnings of \$45,400 and 160,000 openings annually.
- Tractor trailer/truck drivers, with annual earnings of \$33,520 and 300,000 annual openings.

"The thing to keep in mind is that there are something like 50 million jobs out there that don't require a bachelor's degree and pay upwards of \$40,000 a year," says Harlow Unger, author of [But What If I Don't Want to Go to College? A Guide to Success Through Alternative](#)

Education. He goes on to say that according to the U.S. Department of Labor, by 2010, almost two-thirds of all projected job openings will require only on-the-job training. So while a college degree was de rigueur for the baby boomer generation, that's not necessarily the case now. In today's highly technical and service-related market, workers are judged more on their skills than their sheepskins.  
CNN.com, February 24, 2006

### **NEW GRADS WANT STABILITY AND A GOOD RETIREMENT PLAN** *(All Sectors)*

This year, college grads are contemplating something quite different, say campus recruiters and researchers: their future 401(k)s. More than any recruits in memory, they're asking employers for assurances of security, so they don't wind up at the next Enron. Asked what they expect in their compensation packages, recent grads at 123 universities came up with the most detailed list of long-term benefits in the 11-year history of the poll. Asked what elements of compensation they value most, college seniors gave health insurance and retirement plans higher priority than vacations, bonuses and stock options.

Surprisingly, grads also find reassurance in a process their parents hate: performance reviews. As part of a generation that started soccer and dance classes as toddlers, recruits are accustomed to organized programs and frequent feedback. They've had so much programming through school and/or parents, there's an assumption that employers will play that role too. Like the previous generation of grads, today's recruits still rate work-life balance as the No. 1 employer attribute they seek. The Wall Street Journal, February 16, 2006

### **ICE CREAM, AUTHORS AND THE INTERNET** *(Marketing, Sales, and Service)*

Here's the scoop: Using Internet-era technology, a Massachusetts company has figured out how to make and sell a cup of fresh, custom-made, premium ice cream from a vending machine sporting the name MooBella. The consumer uses the machine's large LCD touch screen display to choose one of 12 flavors plus any of five mix-ins. It takes about 45 seconds and will cost around \$2 per scoop. The computer that controls the process is programmed to report instantly, using wireless Internet, when it needs supplies or maintenance.

And Blurb, a California based company, is getting ready to launch an Internet-based service that allows poets, cooks, family historians, and other writers to create and publish store quality hardcover and paperback books. At prices ranging from \$30 for a single slender volume to \$80 for a 400 page hardcover epic, the BookSmart software provides online tools and templates an author can use to create an illustrated family cookbook or a travel photo essay that's more essay than photos. It takes an hour or more, depending on complexity, to assemble and customize a book, but the result, mailed to you in a few days, is truly of professional quality. For writers who are more confident they will find a wide audience, Blurb will even stockpile, sell, and ship your latest masterpiece to waiting fans. Fortune, March 6, 2006

### **THE NEW PAPER TRAIL** *(Arts, Media and Entertainment Technology)*

Printing has long been a fragmented process, requiring customers to shuttle back and forth between independent designers and print shops to get the job done. Now a growing number of businesses and consumers are turning to online printers as a one-stop shop – where they can easily design and order everything from annual reports to letterhead stationery. And thanks to low overhead and new technology, the online printers can offer lower prices and quicker turnaround times than traditional outfits. The surging interest in e-printers is shaking up the \$126 billion U.S. printing industry. Print jobs that moved through the Internet made up 12.5% of the total U.S. printing market last year. It is projected that e-printing will grow at a rate of 19% a year through 2010. [The Wall Street Journal](#), February 13, 2006

### **E-BOOKS** *(Arts, Media and Entertainment Technology)*

Digital reading devices were hardly bestsellers when they landed on the scene a few years ago, but Sony is betting that its newest entry will be the iPod of ink. The Sony Reader will be released early this spring and retail for between \$300 and \$400. The device will pack up to 80 books into a five by seven inch shell – a little smaller than a trade paperback and will allow 7,500 page turns per battery charge. New screen technology designed to simulate reading on paper will make it easier on the eyes. Publishers are promising to stock an iTunes-style Sony Connect store. Random House will offer about 3,000 electronic titles in time for the Sony launch. [Fortune](#), February 20, 2006

### **WHEN FAST FOOD ISN'T FAST ENOUGH** *(Marketing, Sales, and Service)*

Fast-food chains are trying new ways to stand out in an industry where 70% of their business comes from drive-through customers. Speed remains a benchmark of success but many chains are making changes in an effort to increase accuracy and reduce waste.

Wendy's is replacing some of the text on its menus with more pictures to make ordering easier and hopefully faster. Some chains have started using confirmation screens, which display orders back to customers so they can make corrections before pulling up to the cashier's window. This has helped to boost accuracy by more than 11%. McDonald's continues to expand its use of call centers for taking drive-through orders to ensure accuracy especially in areas where the chain's employees have limited English skills.

To help reduce waste from leftovers, a computer system named HyperActive Bob, tells cooks how much food they will need by counting vehicles in the drive-through line and factoring in demand for current promotions and popular items. The system cuts preparation time and eliminates as much as 60% of waste. [The Los Angeles Times](#), February 21, 2006

### **TRENDS TO SHAPE YOUR CAREER IN THE COMING DECADE** *(All Sectors)*

A number of technological and demographic trends still in their infancy will shape the way you develop and guide your professional life.

- *Spin Out Your Network* – It used to be that a young professional's network consisted of six friends and their Dad's uncle but with the Facebook network (an online directory for college and high-school students and alumni) their network list has hundreds of

contacts. Today's power networkers aren't just hoarding contacts but sharing information in unprecedented amounts at unbelievable speed. This is a group with a team, a project, and a collaborator mentality. If there's a tech problem, their first instinct is to instant-message a geek buddy for advice on how to fix it. If they are on a product development team, they'll reach out to their network for input. And if they hate their boss, maybe they'll post that on their blog.

- *Put Your Best Face Forward* – Anything online is fair game to a potential employer. Google is the first stop for finding information and then Facebook. So there may be a number of versions of “you” being projected into the world. Think about what you want a potential employer to see.
- *Embrace the Liberal Arts (Again)* – Solid communication skills, analytical thinking, and being a quick study are the new keys to success. Many of today's jobs didn't exist 10 years ago. And the exciting professions of tomorrow have yet to be imagined. As a result, what you want to learn is how to learn and that's where the liberal arts education becomes valuable again.
- *Post Your Resume...Forever* – The next generation of online job services gives more control to the employer than the job seeker. Companies want the top performers who are already doing well. Ten years ago, people didn't admit they were trying to hire the already employed. Now it is the other company's problem to figure out how to keep their own employees. Mk10, a job-matching service, through a qualitative questionnaire helps employers and employees connect. By helping us think about who we are, what we want from work, and what experiences we need to get there, they hope to create a pool of elite, available employees. In the future, employers aren't going to advertise job openings; they'll find you. Fast Company, March 2006

Trends & Economic Forecasting Committee – March 2006

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

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