

CAROCP Market Watch

(A Monthly Trends & Forecasting Report)
November 2006

“TELEPRESENCE” ADDS REALISM TO VIDEO CONFERENCING *(Information Technology)*

Cisco Systems has designed new technology they are calling “Cisco Telepresence.” The term is industry jargon for attempting to simulate real-time interactions between people in different locations using high-definition monitors, highly sensitive audio equipment, and integrated networking gear. The technology aims to be so realistic as to make conference-call participants believe the person talking on the monitor is actually in the same room. This illusion is reportedly heightened because both locations use matching furnishings. Other elements that enhance the effect are that participants appear to make direct eye contact with one another, the streaming video is smooth and flawless, and the audio is perfectly matched to lip movement. This technology is likely to have limited impact in education in the near future, given its initial price point of \$79,000 to \$299,000 depending on the package. However as the cost comes down, it could have implications for schools down the road, say industry watchers. [eSchoolNewsonline](#), October 26, 2006

BEWARE ONLINE JOB HUNTERS *(All Sectors)*

Online job boards have become hot spots for identity thieves. The FBI said in July that it is investigating a variety of cases and scenarios involving online job scams. The FBI cites one scenario where thieves are finding resumés posted online with Social Security numbers and other personal details and using the information to apply for fake credit cards and loans in the job hunters’ names. In another, they send a job hunter an e-mail, posing as a recruiter or company official seeking personal details for a pre-employment background check, then use the information for identity theft. Here are some online job hunting tips:

- When you post a resumé, remove personal information, such as your address and phone number. Potential employers can reach you via e-mail.
- Never post your Social Security, driver’s license or passport number or any other information that could help a criminal set up a bank account.
- Spot phony job postings by checking for misspellings and grammatical errors.
- Don’t agree to a background check until you have had an interview in person, and don’t set up direct deposit until you’ve been hired.
- Do an Internet search of the company to make sure the URL of the official website matches the address the employer refers you to. If there’s a mismatch, find the phone number of the company’s corporate headquarters on the official website to verify the hiring manager who contacted you is an employee.

[The Orange County Register](#), October 20, 2006

CULTIVATING A CULTURE OF HONESTY *(All Sectors)*

Recent news paints American businesses as depositories of dishonesty with 58 percent of office workers admitting to taking company property for personal use. And two thirds of companies provide little or no ethics training for employees. You'll never eliminate theft, but there are things you can do to make it less onerous.

- **Model Honesty** – Top executives create the culture for their companies. It is important for bosses to lead by example. A boss who pads invoices shouldn't be shocked if employees stuff their briefcases with office supplies.
- **Be Clear and Consistent** – Many companies wrongly assume employees know the rules. The employee handbook should include a section on ethics. The handbook should give examples and state that if an employee is in doubt to ask senior management. Enforce the rules consistently. Don't close your eyes to the wrongdoings of a top producing salesperson.
- **Hire Right** – Companies wouldn't have so many problems with dishonest employees if they paid as much attention to ethics as to technical skill during the hiring process. Evaluate applicants' honesty during the hiring process with questions such as, "Tell me about a time when you faced an ethical dilemma on the job and what you did about it."

The Orange County Register, October 23, 2006

THE DIFFERENCE *(Education, Child Development, and Family Services)*

The phenomenon was a familiar, distressing one to educators: Arizona's growing Latino population was dramatically lagging behind most other student groups in school performance. Policy makers and business leaders wondered why and what could be done.

A startling answer came from management guru, Jim Collins. In his book, Good to Great, Collins had compared companies with superior performance over time with less accomplished peers and uncovered what set the great ones apart. What if the same methodology could be applied to schools? Collins compiled eight years of third grade reading and eighth grade math scores. They found 12 schools whose Latino students had produced either consistently high or steadily rising test scores. Then they compared the successful schools with struggling ones.

The difference, they learned, had nothing to do with budget or curriculum. Rather, the factors were the same as those that distinguished winning businesses: disciplined thought, people, and action. Successful schools had strong principals who recognized their teachers' abilities to collaborate and solve problems. They picked a good academic program – but more importantly, they stuck with it. And teachers evaluated student performance frequently. Fast Company, October 2006

IT'S STYLISH TO SEW *(Fashion and Interior Design)*

Amid the fashion-obsessed teens, as well as Gen-Xers settling down in their first homes, fabric stores that teach sewing are seeing their classes filling up and are adding waiting lists. The renewed interest is also starting to give a boost to the sewing industry, which has struggled to stay afloat over the past few decades. Manufacturers are selling more sewing machines, and pattern companies, which have rolled out products geared to a hipper, more

fashion-savvy set, report that those efforts are paying off in bigger sales. The sewing trend piggybacks on a broader interest in home arts, from knitting to cooking, which has been building in recent years. TV has also thrown another wild card into the mix in the past couple of years with "Project Runway," a reality show that showcases pattern making and sewing, as fashion designers compete to display their work in New York.

All this is making the demographics of sewing younger and more urban than at any time since the 1950s. In high-tech San Francisco, the Stitch Lounge, an urban sewing lounge where people can rent machines by the hour, reports a surge in interest since it opened its doors two years ago. Hope Meng, one of the co-owners, thinks computer and Blackberry obsessed workers are yearning for something tactile and creative. [The Wall Street Journal](#), November 1, 2006

GAP TO STEP BEYOND CLOTHES *(Marketing, Sales, and Service or Fashion and Interior Design)*

Gap Inc., the leader in online sales among apparel specialty chains, plans to move beyond its brands to enter one of the fastest-growing segments in e-commerce: shoes. The San Francisco based chain is slated to begin testing Piperlime.com, a website with 150 shoe brands including \$24 flip-flops from surf clothing brand Roxy and \$900 boots from orthopedist/designer Taryn Rose.

Gap believes that a stylish selection handpicked by its staff can set it apart from online-only shoe merchants such as Shoes.com and Zappos.com which offer massive selections. Piperlime will also feature free advice from experts. Each page will include what's hot in shoe styles and highlight the brands of the moment. Online footwear is growing rapidly and it is so complementary with apparel. Gap, which rebuilt its e-commerce platform last year, generated sales of about \$600 million in 2005, making it the biggest specialty apparel chain online. [The Los Angeles Times](#), October 17, 2006

THE PATIENT KNOWS BEST *(Health Science and Medical Technology)*

In just the past year, the number of people switching to high deductible insurance plans and paying for medical care expenses through health savings accounts tripled to three million. By 2010 these so-called consumer directed health plans, where the patient gets a health-care budget from his employer and manages expenses, are expected to account for a quarter of the market. Free to buy health care like anything else, tech-savvy consumers are looking at the next generation of medical services which includes everything from online genetic testing to Wal-Mart medical clinics. Here are several services being offered to the cost conscious patient:

Diagnosis: Advances in the field of genomics are creating new tests for diseases and drug reactions.

Prescription: Online DNA testing services. Tests for over 1,000 ailments are now available online. Patients use a home test kit; many involve simply taking a swab from the inside of the person's cheek and mailing it to a lab for analysis. Analysts estimate that by 2009 the genetic testing market will be worth a whopping \$12.5 billion annually. And with the advent of tests that will help tailor medication to an individuals' genetic profile, a field called pharmacogenetics is poised to take off.

Diagnosis: As insurers shift responsibility for medical spending to patients, consumers are being overwhelmed by bills and choices.

Prescription: New software and services to help patients track and manage their medical costs. The software organizes health-care expenses and uncovers discrepancies among medical bills, health-care payments, and insurance reimbursements.

Diagnosis: Consumers are balking at spiraling medical bills and long waits for treatments.

Prescription: In-store medical clinics for low-priced basic care. More people are adding health care to their shopping lists, as walk-in medical clinics pop up in Wal-Marts, drugstores, and other retail outlets. Typically staffed with nurse practitioners or physician's assistants, these so-called convenience clinics treat routine ailments, give blood tests and perform minor procedures. Business 2.0, October 2006

DUST YOUR SPINACH (*Agriculture and Natural Resources or Information Technology*)

The spinach scare in September was linked to farms in California counties. Since there was no way to know where the spinach in any given bag originated, grocery stores had to trash every bag. Armark Authentication Technologies, a unit of Adhesives Research in Glen Rock, PA, hopes to solve the problem by using digestible markers tinier than specks of dust. Each micro tag, mere microns wide, can hold a pattern or up to 16 lines of text. Readable with a handheld device, the tags can be put in water and sprayed on. A head of spinach might hold up to 1,000 of the tags. BusinessWeek, October 16, 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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A publication from the California Association of Regional Occupational Centers and Programs