

CAROCPC Market Watch

(A Monthly Trends & Forecasting Report)
September 2005

TEENS AND TECHNOLOGY (*Information Technology Sector*)

A new study prepared by Pew Internet & American Life Project gives an in-depth look at how teens are leading the transition to a fully wired and mobile nation. The report shows that 87% of teens in the United States, those aged 12 to 17, now use the Internet. Not only has the wired share of the teenage population grown, but teens' use of the Internet has intensified. Teenagers now use the Internet more often and in a greater variety of ways since 2000. There are now approximately 11 million teens who go online daily, compared to about 7 million in 2000. Pew Internet & American Life Project, July 27, 2005

Teens and Technology: Summary of Findings at a Glance

Close to nine in ten teens are wired.

45% of teens have cell phones and 33% are texting.

Email is still a fixture in teens' lives, but IM is preferred.

Teens share more than words over IM.

Half of families with teens have broadband.

Face-to-face time still beats phone and screen time.

Most teens use shared computers at home and growing numbers log on from libraries, school, and other locations.

The size of the wired teen population surges at the seventh grade mark.

Older girls are power communicators and information seekers.

Source: Lehnart, A. Madden, M., Hitlin, P., *Teens and Technology: Youth are Leading the Transition to a Fully Wired and Mobile Nation*. Washington, DC: Pew Internet & American Life Project, July 27, 2005.

For the complete report on Teens and Technology go to www.pewinternet.org and click on Family, Friends and Community. This report is dated July 27, 2005.

CUBICLES ARE VERY PUBLIC PLACES (*All Sectors*)

It's something that most college graduates discover when they start work: Cubicles are a very public place to learn your job. Make a rookie mistake, as they are bound to do, and everyone hears it. This is very intimidating to the new hire and the only real solution is genuine self-confidence, which comes with experience. In the meantime, there are a couple of tips: come in early or stay late and make as many calls without many colleagues around. If your co-workers all go to lunch at the same time, make the phone calls then. Using a headset can help; it frees the hands to gesticulate more freely. Additionally, if a series of similar calls need to be made to multiple people, start with the least important person. By the time the most important person is reached, nerves will be eased. The Wall Street Journal, August 16, 2005

GIFTED STUDENTS CONNECT ONLINE WITH COLLEGES

(Education, Child Development & Family Services and Information Technology)

For many of today's gifted students, honors programs at their own schools aren't challenging enough anymore. These students are signing up for online courses offered by such colleges as Stanford University, Johns Hopkins University, and the University of Missouri. These online courses offer classes mainly in advanced math and English, but subjects such as history, philosophy, and anatomy are also offered. Not only do these classes bring in extra revenue, but for universities competing for the nation's brightest students, online programs are a useful tool for identifying and attracting them. Colleges keep track of students in their online courses and later mail them brochures highlighting their undergraduate programs. Participation may even give students an advantage in gaining admission to popular colleges.

Educational software companies say the gifted-student niche has become one of the fastest growing segments of the "distance learning" market. Many of these companies are selling online course packages, interactive whiteboards and 24-hour online tutoring services to universities with gifted programs. [The Wall Street Journal](#), August 19, 2005

HOW TO HANDLE EXTREME INTERVIEWING *(All Sectors)*

To get a more revealing glimpse of a potential hire, many recruiters and hiring managers have resorted to extreme techniques that include behavioral interviews and killer questions. About 30 percent of all organizations use a technique called behavioral interviewing. It's based on the premise that the most accurate predictor of future performance is past performance in a similar situation. Behavioral questions might include: "How do you decide what gets top priority when scheduling your time?" or "What is the toughest group you've had to get cooperation from?" Killer questions might include "How would you design a spice rack for a blind person?" or "What is the temperature when it's twice as cold as zero degrees?" Such killer questions might not seem relevant, however, they show your skills in logic, probability and business estimation and reveal a lot about your creativity and ability to think on your feet. [CNN.com](#), August 5, 2005

BREAKING THE BANK *(Finance and Business)*

Some financial-service firms have dropped 'bank' from their brands to be more like retailers – personal, convenient and as attuned to customers as the corner Starbucks. The goal is to appeal to younger clients and keep pace in a fierce industry wide competition that has stiffened since 1999, when federal legislation freed banks to sell insurance, investments and a full range of financial services. That change made retail banking customers more valuable; banks can now sell them services that are far more profitable than traditional checking accounts.

Consequently, bankers are starting to think more like retailers. Some financial-service firms have greeters, serve their own brand of coffee, and hand out chocolates with each receipt in an effort to create a more casual, inviting atmosphere. Commerce Bancorp models its branches after McDonald's, Home Depot and Starbucks and hires executives from major retailers such as Target, Old Navy and Victoria's Secret. Commercial banks that want to survive will have to evolve from providing services through transaction-oriented branches to branded retail stores. [The Orange County Register](#), August 31, 2005

CAN AMERICANS COMPETE? *(All Sectors)*

Low-cost countries are turning out large numbers of well-educated young people fully qualified to work in an information-based economy. China and India will each produce over three million college graduates this year with the U.S. producing a little over one million. The result is that many Americans who thought outsourcing only threatened factory workers and call-center operators are about to learn otherwise. This is critical because information-based services are the heart of the U.S. economy. With 76% of its jobs in services, America's economy is the most service-intensive of any major country's economy. Everyone has heard about the insurance claims processors, accountants, and medical transcriptionists in India who have taken away U.S. jobs but now the value of outsourced jobs is rising. Bond analysts, product developers and computer programmers are losing their jobs because workers in India and China will do the same work for one-fifth the cost or less.

Of course many of these jobs can't be shipped abroad. In theory, more than one-tenth of the developed world's service jobs could be outsourced to low-wage countries like China and India. But in reality just 1% will be shipped out by 2008. And shockingly enough the available talent pool offshore isn't as large as you might think. It turns out that only a fraction of those dirt-cheap engineers, financiers, accountants, scientists and other professionals churned out by universities in China, India, and elsewhere can be put to effective use by multinational corporations anytime soon. The big problems include inadequate foreign language proficiency, lack of practical skills, unwillingness to move for a job, and limited or no access to airports.

Fortune, June 27, 2005 and July 25, 2005

GEEK SQUAD *(Information Technology)*

Customer service for technical problems has been shuffled off in so many directions; you need technical training just to find basic support. If the neighbor kid is your only computer expert and too busy to help, it's important to know about the tremendous growth in third-party in-home support businesses.

Geek Squad, owned by Best Buy, will try to solve your technology problem over the phone before they send out one of their geeks to your home. You can expect someone who looks like Sergeant Friday and drives a VW Beetle, to fix your hard drive or network, or connect your mismatched digital camera to your computer, and use a router to wirelessly send the images to your printer.

Geeks on Call, on the other hand, drive PT Cruisers and resemble extras from an early '90s GAP ad. They ring an equally rising number of doorbells as home networks multiply and laptops, much more difficult to repair, outdistance desktops in sales and use. Mutually challenged by the cost of providing house calls, both companies are counting on the value people place on having a real person come to their home to deliver down-to-earth customer service. Fast Company, September 2005

VOCATIONING FOR A CHANGE *(All Sectors)*

Corporate treadmills who dream of starting a new career someday may now be able to try one out. Vocation Vacations is a young company conceived in a traffic jam, for people also stuck in the every day grind, which provides dream job tryouts in about 60 occupations.

Apprenticeships, ranging from TV producer to auctioneer to cowboy-boot maker, run from one to three days for fees from \$349 to \$8,999.

Some of the jobs, like being a pit crew member on the Grand-Am racing circuit, are like mini work fantasies, but some provide serious life-changing experiences. So far, one person has actually made the giant leap to become a cheese-maker and two more are on the edge of switching, one to become a vintner and the other to open a daycare center for dogs.

However, some apprenticeships result in clients coming to realize that what was perceived as laid back and glamorous retirement dream jobs turned out to be a lot of hard work requiring an equal amount of tenacity. [Fortune](#), July 2005

CATCHING A PODCAST (*Information Technology*)

First it was blogging that caught our attention – writing and publishing personal, regularly updated journals, or web logs, on the Internet’s World Wide Web. And now podcasting – a combination of the best aspects of blogging and TiVo, which allows time shifting for television – that allows people to make and distribute homemade radio programs over the Internet.

More than just a rebellion against the blandness of commercial radio, podcasting can also get students engaged in schoolwork in new and innovative ways. For example, in the hands of clever teachers, with the help of equally clever software, students can podcast online magazines and news shows with the use of a computer, microphone, GarageBand (a recording application), and creating an MP3 file. They can upload the podcast to the Web where it can be distributed far and wide. The skill sets learned through these processes are limitless. Teachers can use the technology to create audio files that improve student learning in inconceivable ways, in all curricula for all grade levels. [Fortune](#), July 2005 and [Edutopia](#), June/July 2005

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California State Standards for Career and Technical Education (CTE)

Industry Sectors

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|---|---|
| 1. Agriculture and Natural Resources | 9. Health Science and Medical Technology |
| 2. Arts, Media, and Entertainment Technology | 10. Hospitality, Tourism and Recreation |
| 3. Building Trades and Construction | 11. Information Technology |
| 4. Education, Child Development and Family Services | 12. Manufacturing and Product Development |
| 5. Energy and Utilities | 13. Marketing, Sales, and Service |
| 6. Engineering and Design | 14. Public Services |
| 7. Fashion and Interior Design | 15. Transportation |
| 8. Finance and Business | |

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