

CAROCP MARKET WATCH

(A Monthly Trends & Forecasting Report)
August 29, 2003

NEW BLUE-COLLAR LIFE

Blue collar still means manufacturing, but technology and globalization has transformed it dramatically. The traditional assembly jobs requiring low skills and less education are being automated and sent overseas. What remains are blue-collar jobs involved in making products with proprietary technology or items that require frequent tweaks and updates, customized manufacturing and solving customer needs. Additionally, workers need to be able to think globally to collaborate with colleagues abroad.

Blue-collar jobs today are safer, more demanding, and better paying. Jobs once considered a lifetime commitment are more temporary, forcing workers to stay adaptable. Fewer belong to unions and more take mid-career classes to keep current.

Nationwide, 42% of manufacturers say they face a serious shortage of highly skilled machinists and craft workers. One study shows that 10 million new skilled workers will be needed by 2020. [The Wall Street Journal](#), June 30, 2003.

HOLLYWOOD INFLUENCES STUDENTS

In *Kaplan's Unofficial, Unbiased Guide to the 328 Most Interesting Colleges*, guidance counselors were asked which TV shows and movies are most influential in moving students toward a field of study. The results include:

TOP 5 TV Shows

1. *CSI* – Creates a huge interest in forensic science.
2. *ER* – Shows a wide range of medical careers.
3. *Law & Order* – Maps out the legal system's many career paths.
4. *Boston Public* – Gets students interested in the teaching profession.
5. *The Practice* – Attorneys are humanized making law look attractive.

TOP 5 Movies

1. *A Beautiful Mind* – Motivates more students to explore math.
2. *Legally Blonde* – Encourages many law school applicants.
3. *Drumline* – Draws attention to historically black colleges.
4. *The Lord of the Rings* – Increases interest in computer graphics.
5. *Mr. Holland's Opus* and *The Sum of All Fears* (tied) – Boosts education and the CIA. [People](#), August 2003.

THE MORTGAGE INDUSTRY WILL LOSE JOBS

The mortgage industry is going from one of the economy's rare generators of new hires to another net employment loser. Odds are that 125,000 jobs in mortgage brokering and banking that were added between Jan. 2001 and spring of 2003 will vanish over the next two years. Additionally, many mortgage-related positions, such as appraisers, lawyers and title searchers will also lose jobs. Those employees lucky enough to hang on to jobs will work fewer hours and see smaller paychecks. [The Kiplinger Letter](#), August 15, 2003.

BRUSH UP ON INTERVIEW SKILLS

In a July survey, 286 human resource managers polled by The Society for Human Resource Management ranked the following criteria as most important in hiring:

- 95% Interview performance
- 95% Professionalism in interactions
- 90% Years of relevant work
- 89% Fit with company culture
- 82% Relevant certifications
- 79% Background check
- 78% Internal candidate
- 74% Quality of resume
- 73% References

With jobs harder to come by, targeting one's application and interview to meet the needs of those doing the hiring is increasingly important. [Orange County Register](#), July 28, 2003

BROKEN CAREER PATH

This is terminology used to describe the opposite of going to work for one company right out of school and staying there until retirement. Downsizing has made moving around from job to job the norm. Researchers feel that the broken career path is here to stay. [Winning the Job Game: The New Rules for Finding and Keeping the Job You Want](#), Carol Kleiman, August 2002

THINKING OUTSIDE THE ENVELOPE

Coming soon to your mailbox may be advertising shaped like a product—a hamburger, motorcycle, sports car, stop sign—to catch your attention. Even though it is not cheap or simple, it is a way to deliver a message creatively. Customized pieces are 57.4 cents each to mail (46 cents for nonprofits) with a minimum of 200 pieces. Pieces must be no bigger than 12 by 15 inches and weigh less than 3.3 ounces. [Orange County Register](#), August 11, 2003.

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