

CAROCP MARKET WATCH

(A Monthly Trends & Forecasting Report)
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ADOPT A “SELF-EMPLOYED ATTITUDE”

Author, Cliff Hakim, throws out the career ladder as a model of worker advancement and suggests that it be replaced with the career lattice. While a ladder offers only a single choice for moving up, a lattice offers numerous ways to move up, sideways or down depending on one's goals. His book, [“We Are All Self-Employed”](#), is about shifting paradigms—changing the way we think about ourselves in our work life. Adopting a “self-employed attitude” involves becoming your own boss even while technically remaining employed. [OC Register](#), JobFinder, November 2, 2003

ALPHA EARNERS

This newly coined phrase “alpha earner” describes a growing trend where the wife becomes the bread-winner and the husband stays home to manage the children and household chores. Approximately 11 percent of marriages evolve around an alpha earner. In 30.7 percent of all marriages with a wife working outside of the home, her income exceeds that of her husband. [Career Opportunities News](#), October 2003

HOSPITAL COSTS HEAD UP

Rapidly rising demand for hospital services, fueled by aging baby boomers eager to take advantage of the latest medical breakthroughs, will push health care costs sharply higher over the next decade. Spurring the demand are advances in technology. Baby boomers want new knees, new hips...If they keep consuming at such a fast rate, future spending might be even higher than forecasted. Another reason for the demand is an increase in obesity. This condition is associated with chronic illness and hospital use. A hospital building boom will be one of the side effects of this increased demand, especially in the Southwest and West. [KiplingerForecast.com](#). November 19, 2003

EXECUTIVE SUITE FOR DAILY RENT

Small companies have long looked to various tactics to try to appear larger. These days, some entrepreneurs are taking the idea a step further when business meetings at the kitchen table just won't do. They are using “flex space” – temporary quarters they rent for a few months, weeks or even days, generally to appear bigger and more established than they really are. The office may include receptionists, who present a smiling front for whichever client has rented the office. While this nice office may make a good impression, some business experts warn that small companies risk misleading and angering important clients and customers. [The Wall Street Journal](#), November 18, 2003

JOBS BY CATEGORY, BIGGEST GAINERS & LOSERS

Top 15 jobs with the largest projected increases, 2000-10	
1. Food-preparation and -serving workers, including fast food: Think Starbucks: as fast-food chains grow, so will their jobs.	673,000
2. Customer-service representatives: Some jobs have moved abroad, but growth of internet commerce will boost demand.	631,000
3. Registered nurses: The biggest occupation in a burgeoning health field stimulated by an aging population.	561,000
4. Retail salespeople: With 4 million workers, currently the largest occupation, growing with the total population.	510,000
5. Computer-support specialists: Requires only a couple of years of college, and the pay is decent; growth is sure to stay strong.	490,000
6. Cashiers (except gaming): In lockstep with retail and restaurant expansion. Still, it is mostly a minimum-wage job.	474,000
7. Office clerks, general: The job is being redefined, combining more and more diverse tasks into one.	430,000
8. Security guards: Involves minimal training and low pay (about \$17,000), but terrorism fears have boosted hiring.	391,000
9. Computer-software engineers, applications: As long as computer upgrades are constant, so will be the jobs.	391,000
10. Waiters and waitresses: High turnover and the expectation that people will continue to eat out more means lots of job openings.	364,000
11. General and operations managers: As new companies start up and old ones branch out, the need for managers will expand.	363,000
12. Truck drivers, heavy and tractor trailer: As the economy grows, so does the amount of freight carried by truck.	346,000
13. Nursing aides, orderlies and attendants: Booming, mostly in response to the increasing emphasis on rehabilitation and long- term care of the elderly.	323,000
14. Janitors and cleaners: Needed to meet the growing demand in new office complexes, schools and hospitals.	317,000
15. Postsecondary teachers: Includes teaching and research for colleges, universities and trade and technical schools.	315,000
Top 10 jobs with the largest projected losses, 2000-10	
1. Farmers and ranchers	-328,000
2. Order clerks	-71,000
3. Tellers	-59,000
4. Insurance-claim and -policy processing clerks	-58,000
5. Word processors and typists	-57,000
6. Sewing-machine operators	-51,000
7. Dishwashers	-42,000
8. Switchboard operators, including answering services	-41,000
9. Loan interviewers and clerks	-38,000
10. Computer operators	-33,000

TIME, NOVEMBER 24, 2003

MAKING LEADERSHIP EVERYONE'S RESPONSIBILITY

A former CEO of a large US business said, "The person who figures out how to harness the collective genius of the people in an organization is going to blow the competition away". With the challenges we face in public education, how can we use the collective genius of all? A fresh way of looking at leadership is that leadership is not a position, but a *way of doing* that applies to everyone. Getting everyone involved in leadership as a way of doing builds an organization's *leadership density*, which yields benefits for the whole.

Leadership as a way of doing requires making hard choices and establishing a clear focus on what is most critical. "Doing everything" is replaced by the organization's priorities. The two essential skills of leading and focusing are practiced each day. Leadership density and a laser-like focus are great places to begin "harnessing the collective energies" of all educators. [ASCD Education Update](#), November, 2003

ADULT EDUCATION IS A GROWTH INDUSTRY

The private-sector market for providing education and training in a world of rapidly changing skills, jobs, careers and students is immense. Enrollment at for-profit colleges has surpassed 500,000 and will grow another 6.2% this year. These schools have succeeded by targeting underserved market segments: middle-of-the-class high school graduates, working adults, minorities and immigrants. They offer a practical, no-frills education in major metropolitan areas providing what the job market needs and wants. They market aggressively on television and the Internet, offer and promote financial aid and counseling, and provide information in Spanish. Some of the largest publicly traded for-profit colleges include the University of Phoenix, University of Phoenix Online, Career Education Corp., Corinthian Colleges, ITT, DeVry, and Sylvan Learning Systems. [Growth Strategies](#), November, 2003

FREE-LANCE NATION: WHY TEMPING IS PERMANENT

One in four workers is a 9 to 5 wannabee doing contract work, temp assignments, part time work or a combination, outside the bounds of full time employment. The recession has led to an increase in "involuntary entrepreneurship". Lack of commitment to permanent jobs by businesses has created one: temporary work which provides just-in-time staffing. Temporary firms are picking up some of the corporate slack and duplicating much of the infrastructure and benefits. The staffing industry has become very specialized creating niche firms for temporary doctors, nurses, accountants, engineers, IT consultants, legislative aides, and personal assistants for celebrities. Transiency has become a part of our culture. [Time](#), November 24, 2003

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