



The Manpower Workforce Report: A San Diego Labor Market Snapshot Workforce Edition

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- The local unemployment ticks upward slightly, but 20,100 jobs are added over the year.
- Natural gas fuels job growth around the country.
- Growth occupations with proper education and training provide stable employment.

Unemployment Rate (Unadjusted)

| | July 2011 | June 2011 (revised) | May 2011 |
|----------------------------|-----------|---------------------|----------|
| San Diego County | 10.5% | 10.4% | 9.6% |
| State of California | 12.4% | 12.1% | 11.4% |
| United States | 9.3% | 9.3% | 8.7% |

Source: EDD Monthly Press Release, Aug. 19, 2011

- **The unadjusted unemployment rate for San Diego County in July crept up one-tenth of a percent to 10.5%** from the revised June rate of 10.4%. This is the 24th month out of 26 that the local rate has been above ten percent. The current rate is four-tenths of a percent lower than the rate for July '10. During July, the local civilian labor force increased by 13,100 persons to 1,578,500 and the estimated number of unemployed civilians increased by 3,900 to 166,400. Total employment for the month dropped by 6,500 to 1,249,900 jobs. The statewide rate of 12.4% is also four-tenths of a percent lower than last year as is the national rate. Within the county, National City has the highest rate – 19.9% followed by Imperial Beach – 16.7%, and El Cajon – 14.3%. Valley Center has the lowest rate – 5.2% followed by Del Mar – 5.5%, and Poway – 6.3% (an increase of one-tenth of a percent for each). Marin County had the lowest rate in the state, 8.1%, up one-tenth of a percent. San Mateo was the only other county with a rate of less than 9 percent – 8.7%. Twenty counties had rates between 9% and 12%, two more than last month; thirty counties had rates between 12% and 18%, one fewer than last month. Six counties have rates above 18%, the same as the prior month with Imperial County showing the highest rate at 30.8%. (EDD Monthly Press Release, Aug. 19, 2011; EDD Monthly Report 400 C, Aug. 19, 2011)
- **Areas around the country with natural gas fields are proving a boon for the U.S. and jobs are being created.** The Marcellus Shale Field in Pennsylvania, the Anadarko, Permian, and Barnett Shale Basins in Texas, and recently the Bakken Formation in North Dakota are all producing natural gas and oil while creating thousands of jobs. The Bakken play is currently producing 400,000 barrels of oil per day, is only 15 percent developed and is estimated for yet another 20 years of development. Officials in North Dakota claim 31,000 jobs are available there currently. Halliburton indicates it will be hiring 11,000 in positions across the board this year ranging from unskilled laborers to MBAs as well as those with engineering, biology, chemistry, and geology degrees. Salaries are estimated in the \$125,000 to \$130,000 range. Other companies such as Range Resources, Continental Resources, Clear Harbors, Atlas Pipeline Partners, Williams Companies, and Schlumberger are among the petroleum-related firms with job openings. (thetstreet.com, Aug. 24, 2011)
- **An ambitious effort to create 100,000 customer service jobs by 2013 in the U.S.** has been launched by a coalition of high-tech and customer service firms. Jobs4America, which includes Sprint Nextel, XO Communications, the American Teleservices Association, Accent Marketing Services, Aegis Global, and Novo 1, hopes to expand call center and customer service representative jobs that have been outsourced. Most customer service jobs average \$13 an hour. Projections for customer service representatives for the San Diego region show a 6% growth rate for 2011 to 2015 with 3,000 openings. The average wage for 2011 is \$17.85 an hour. (USAToday.com, Aug. 10, 2011; EMSI Occupational Projections - San Diego County)
- **Given the current competition for jobs, now is not time for job-seekers to be lazy or to make mistakes,** according to MarketWatch, an advice column in the Wall Street Journal. Tips for job seekers include avoiding the “post and pray” technique, applying online and waiting for offers to roll in, and eliminating spelling errors in cover letters and resumes. Additional recommendations are to stay in close contact with your network and assists them with any job leads you may discover; tailor your resume of each position; no misuse of the social networks – real networking is more rewarding; conduct your own job search to learn as much as possible about each firm – no outsourcing of your search; and finally, no asking of hiring managers to review your resume – do your homework on openings and apply for those. (San Diego Union-Tribune, Aug. 21, 2011)

- **According to MSNBC.com**, with the right education there are careers that are built to last, even in this unstable economy. Here are seven (with growth rates for 2011 to 2015 along with the average annual salary for San Diego County): paralegals, 10% growth with \$60,000 average annual salary; accountants, 6% growth - \$70,000; nurses, 10% growth - \$81,100; police officers, 4% growth - \$70,720; teachers (preschool to secondary), 5% growth - \$43,700 to \$89,400; tax collectors, 3% growth - \$56,100; and budget analysts, 7% growth - \$72,800. (msnbc.com/careers, EMSI Occupational Projections - San Diego County)
- **The National University System Institute for Policy Research estimates that more than \$201 million** will be spent by San Diego County families this year for back-to-school supplies. The spending supports an estimated 875 direct jobs and another 334 indirect jobs with an overall economic impact of the spending at \$283 million. The forecast also indicated that the 24,470 public school teachers in the county will spend, on average, \$365 for classroom supplies totaling \$8,711,320. (National University System Institute for Policy Research – Policy Brief, Aug. 11, 2011)
- **Encore Capital Group Inc.**, a San Diego collector of charged-off credit card debt, has been doing such a brisk business recently that it **is expanding here** and in India. The company moved to a 30,000 square foot second location in Mission Valley and will increase its local staff by about 150 people. Company officials estimate adding between 50 to 75 employees over the next 12 months and another 75 during 2012. (San Diego Business Journal, Aug. 15, 2011)
- **Five growing healthcare careers, according to MSNBC.com, to consider for education or training** (with San Diego County estimates for job growth and average earnings for 2011 to 2015) include: medical and health services managers, 313 openings and \$102,400 average annual earnings; registered nurses, 3,621 openings, \$81,100; medical records and health information technicians 273 openings, \$36,500; medical assistants, 1,330 openings, \$30,800; and pharmacy technicians, 29 openings, \$24,700. (msnbc.com/careers; EMSI Occupational Projections - San Diego County)

Pluses:

- **During July, non-farm employment show job increases in four local sectors.** Professional and business services posted the greatest gain adding +2,500 jobs. Leisure and hospitality gained +2,300 jobs, while the batter sectors of construction added +1,100 and finance +300 jobs. (EDD Release, Aug. 19, 2011)
- **Between July 2010 and July 2011 in the county**, total non-farm employment increased by 20,100 jobs, a one and six-tenths percent annual increase. Professional and business services continued to lead in adding jobs, growing by +7,700. Five other non-farm sectors added jobs: educational and health services (+6,900), leisure and hospitality (+5,400), trade, transportation, and utilities (+1,900), financial activities (+1,400), and government (+400). (EDD Release, Aug. 19 2011)

Minuses:

- **During July non-farm employment throughout the county dropped 6,500 jobs.** Government posted the greatest decline, dropping -9,300 jobs which were mostly in the local public education system. Educational and health services lost -1,300 jobs with -1,000 occurring in private schools. Manufacturing shed -700 jobs during the month. These losses were offset by jobs gains in other sectors (see above). (EDD Release, Aug. 19, 2011)
- **In San Diego County between July 2010 and July 2011**, four sectors reported job declines, the most notable occurring in construction (-1,700) followed by other services (-1,400), manufacturing (-400), and mining (-100). (EDD Release, Aug. 19, 2011)

Events:

- The San Diego Workforce Partnership will soon be issuing two Requests for Proposals for managing and operating the One-Stop Career Centers throughout the county and for services to at-risk youth ages 16-21 in the county. To be included in the RFP distribution, please contact Eve Angle, eveangle@workforce.org, 619-228-2995.

Your input and feedback are very valuable to us. If you have information on current events, suggestions on how we can improve this newsletter, or wish to be removed from distribution, please e-mail us at LMIReport@workforce.org or call (619) 228-2900.



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