



THE ECONOMIC SITUATION

The Changing Labor Market February-March 2012

Featured in this month's report:

Long Term Wage Growth in Santa Clara County

Older Workers

Veterans Update

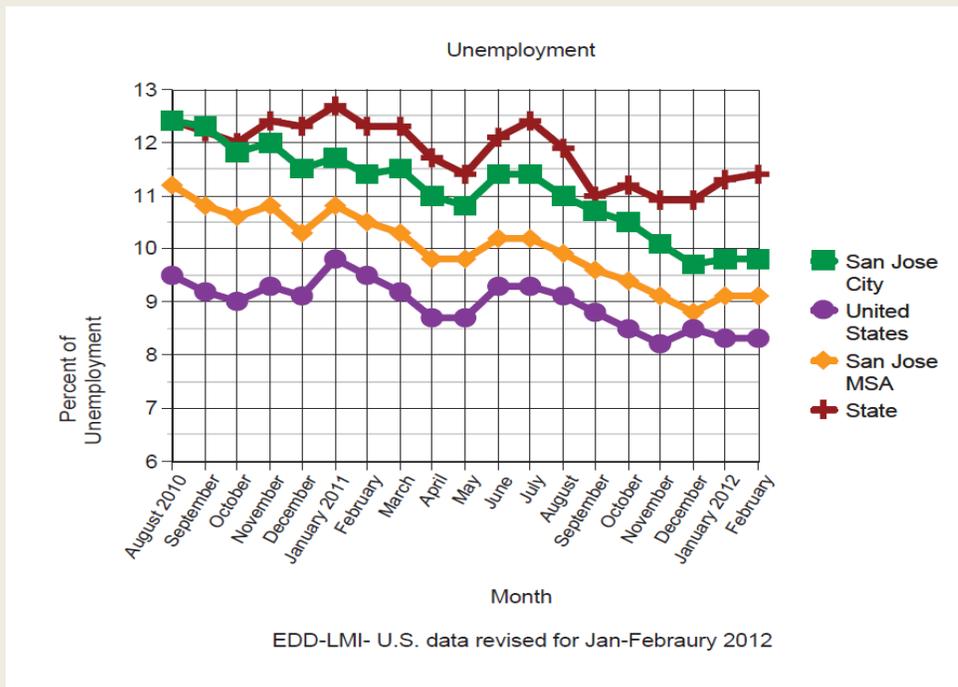
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February/March 2012

The Changing Labor Market

**SAN JOSE-SUNNYVALE-SANTA CLARA METROPOLITAN STATISTICAL AREA
(MSA)
(SAN BENITO AND SANTA CLARA COUNTIES)
*Most major industries gained jobs over the month***

The unemployment rate in the San Jose-Sunnyvale-Santa Clara MSA was 9.1 percent in February 2012, unchanged from a revised 9.1 percent in January 2012, and below the year-ago estimate of 10.5 percent. This compares with an unadjusted unemployment rate of 11.4 percent for California and 8.7 percent for the nation during the same period. The unemployment rate was 18.3 percent in San Benito County, and 8.8 percent in Santa Clara County.



Between February 2011 and February 2012, total employment in the San Jose-Sunnyvale-Santa Clara MSA, which also includes San Benito County, rose by 26,800 jobs, or 3.1 percent. In the same time period the City of San Jose has added 15,064 jobs to the labor force.

From the :
<http://www.bizjournals.com/bizjournals/on-numbers/scott-thomas/2012/03/santa-clara-county-calif-leads.html>

Long-term wage growth highest in Santa Clara County, Calif.

The Business Journals by G. Scott Thomas

Date: Monday, March 19, 2012, 1:00am EDT



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Wages have risen more sharply since 1980 in Santa Clara County, Calif., than in any other major county across the nation.

The typical employee in Santa Clara, which includes the city of San Jose, earned \$90,208 in 2010, the latest year for which official figures are available from the U.S. Bureau of Economic Analysis. The average wage per job in the same county in 1980 was \$16,602.

That means that salaries rose at an annual rate of 5.8 percent in Santa Clara County during the 30-year span, the fastest pace in any of America's 64 major counties. (On Numbers defines a major county as one in which total compensation for employees exceeded \$25 billion in 2010.)

The runners-up were New York County, N.Y., better known as the borough of Manhattan, and Fairfax County, Va., in conjunction with the adjacent independent cities of Fairfax City and Falls Church. The corresponding annual growth rates for wages were 5.6 percent for New York and 5.5 percent for Fairfax.

Breakdowns for the nation's 1,000 biggest counties (including the 64 major counties) can be found in the accompanying database. Be aware that wages have not been adjusted for inflation, so the annual rate of change reflects both natural growth and the rise in the cost of living.



AP Associated Press

For long-term-unemployed, hiring bias rears its head

By Stephen Singer

Associated Press / March 23, 2012

Job seekers who fail to get an interview know the reason, but Michelle Chesney-Offutt said a recruiter told her why she lost the chance to pitch for an information technology position.

The 54-year-old, who had been laid off from her IT job in Illinois, said the recruiter who responded to her online resume two years ago liked her qualifications and was set to schedule an interview. But he backed away, she said, when he learned she had been out of work for 13 months.

The employer he represented would not consider applicants who were unemployed for more than six months, she said.

"What they don't consider is that these are not normal times," said Chesney-Offutt, who was unemployed for nearly three years before landing a job.

As high unemployment persists more than four years after the start of the Great Recession -- and nearly three years after it was officially declared over -- many who have struggled for years without work say they face discrimination. Nearly 13 million Americans, or 8.3 percent, were unemployed in February, the U.S. Department of Labor says.

As of January, California, Connecticut Florida, Iowa, Michigan, Minnesota, Nebraska, New York, Ohio, Pennsylvania, South Dakota and Tennessee were considering legislation to prohibit employers from discriminating against the unemployed in help-wanted ads or in direct hiring or in screenings by employment agencies, according to the National Conference of State Legislatures.

For more on this article go to:

http://www.boston.com/news/local/massachusetts/articles/2012/03/23/for_long_unemployed_hiring_bias_rears_its_head/



Here are seven universal job skills that can make you a very competitive candidate:

1. Top-Notch Communication Skills

This is an absolute must-have for all job seekers, says Andrea Kay. It includes the ability to listen, empathize and respond in a way that convinces others you really hear them and understand what they're saying. That means you're responsive and communicate clearly and concisely while managing your emotions--especially if it's a touchy subject or someone is upset. Communication is critical in any field, because every job entails working with other people: bosses, customers, clients, co-workers, vendors, you name it.

2. Creativity

Jason Alba, CEO of JibberJobber.com and author of *I'm On LinkedIn--Now What?*, says "We are all creative to a degree, but show me some examples of how you solved a problem creatively. Out-of-the-box thinking helps me see how you'll add value to my projects and problem." Companies are always looking for creative individuals who can easily adapt to multiple roles and present good ideas. (Companies need strategic candidates, not walking résumés.)

3. Curiosity

Alba says, "I want someone who will ask, 'Why? Why do we do it this way? Why don't we do it this way? What if we tried this?' I know I've developed systems, but I want someone who can think for themselves, add value to my systems and prove they don't need to be micromanaged." Only after certain difficult questions are asked can problems be acknowledged and fixed.

4. Good Writing Ability

"Clear writing demonstrates clear thinking," says Kay. "I don't care how abbreviated written communications have become because of e-mail and texting--you're still writing correspondence, memos, project summaries, proposals and reports."

5. Ability To Play Well With Others

Kay says this is about getting along with everyone: the people you report to, board members, co-workers, clients, investors, customers and others. "Put more than one person in a room, and you're going to have conflict," she says. "You can't avoid it. If you know how to manage your own emotions and help others work through disagreements so you can move forward, you bring a lot of value to any type of work. Everything is personal--even in business--and interactions between humans can be automated. At some point, interaction with other people is a part of every business process."

6. Re-engineering Skills

This is the art of doing something other than what you were originally trained to do. Kathy Freeland, author of *Navigating Your Way To Business Success*, says, "In a down job market, we must be able to reinvent ourselves through learning new skills and developing new capabilities in order to land the jobs that are available." A potential employee is more valuable to a firm if he/she can wear different hats as required.

7. Computer Skills

You may have never ventured near a computer in your old job, but virtually every employer--regardless of the field--now seeks candidates with some degree of computer literacy. Even creative fields like art and design rely heavily on computer programs these days. Freeland says, "We live in a technologically advanced world, and many of the processes that were formerly done manually are now automated. Therefore, being computer literate is a must-have."

Conclusion

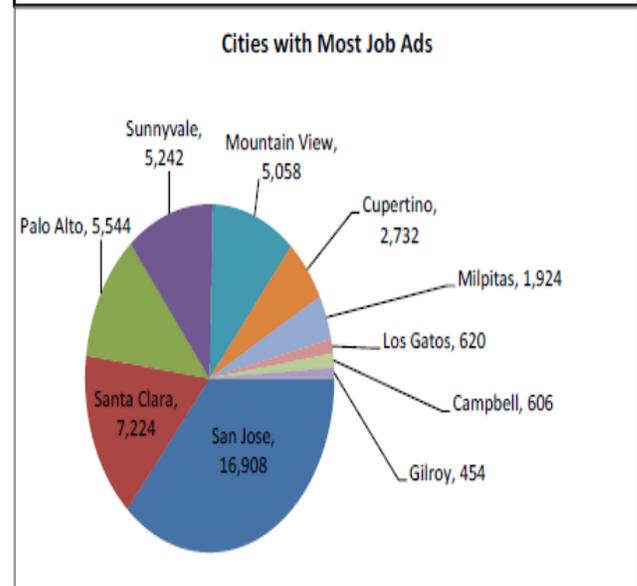
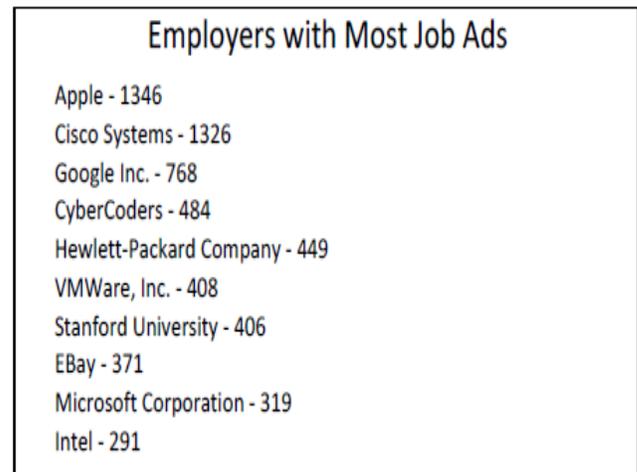
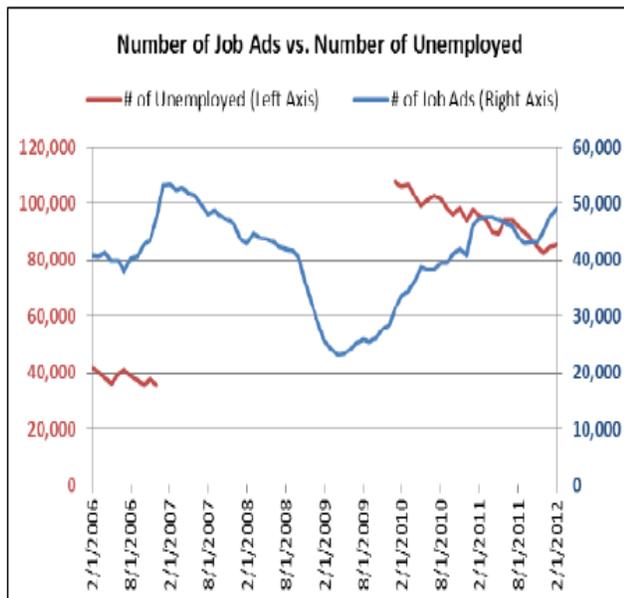
While we can't guarantee you'll land your dream job instantly, highlighting these essential skills on your résumé or in an interview will surely help you stand out from the pack.



JOB ADS



Recent Job Ads for San Jose Sunnyvale Santa Clara MSA February 2012

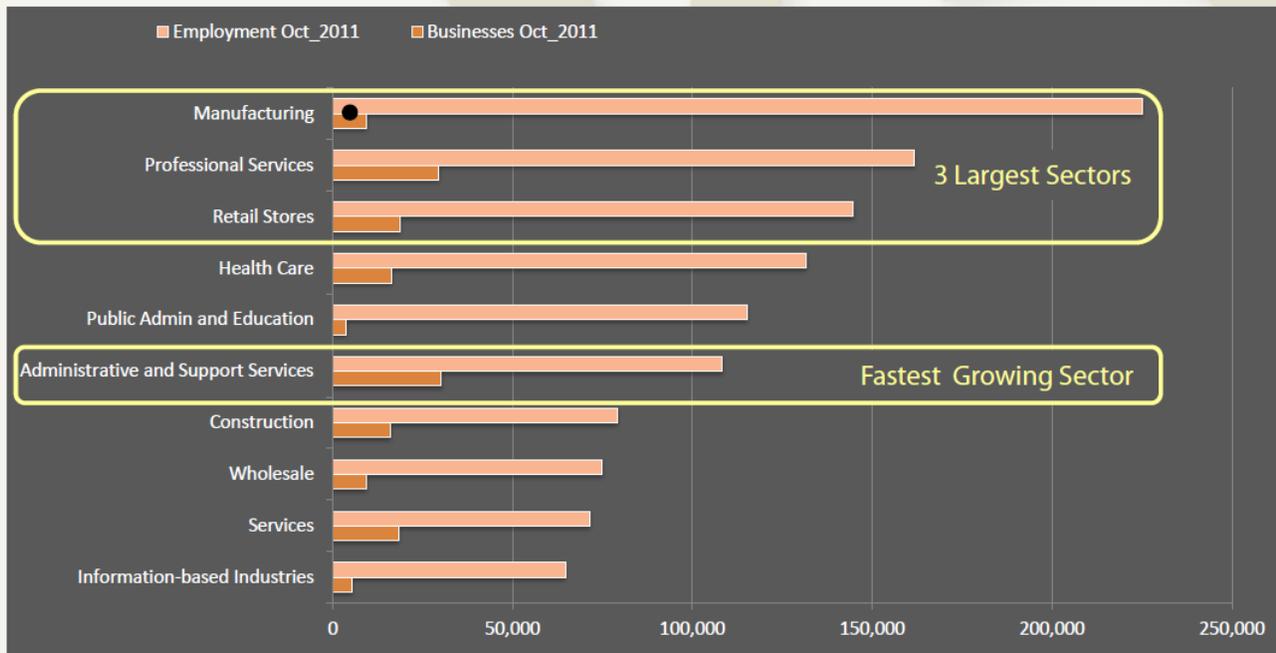


Sources: Employment Development Department, Labor Market Information Division; Help Wanted Online from The Conference Board and WANTED Technologies

EconoVue Economic Snapshot
Brought to you by www.econovue.com

Manufacturing Highlights

Top Ten Industry Sectors by number of Employees and Businesses: 2011



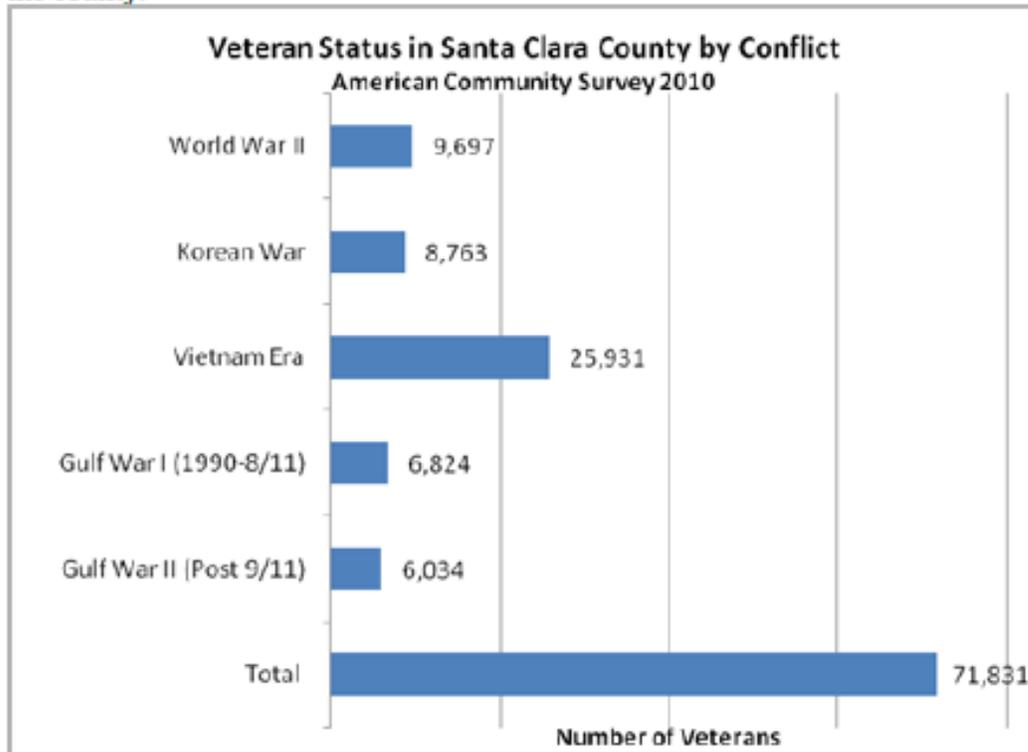
- 62% of all Silicon Valley manufacturers create computers, electrical equipment and components. Five years ago, this number was 65%.
- 72% of regional manufacturing employment is in Santa Clara County, specifically in San Jose and Santa Clara. San Mateo County accounts for 12% of manufacturing jobs and Southern Alameda County accounts for 9%.
- A total of 18.7% of Santa Clara County's jobs are in manufacturing, which is almost twice the state average of 9.7% and national average of 10.9%.
- 71% of Santa Clara County's manufacturing jobs are in computers, electrical equipment and components.
- Computer Components Manufacturing sub-sector employment has held steady in Santa Clara County from December 2010 to October 2011, after seeing a steady decline by 33% since 2006.



VETERANS IN SANTA CLARA COUNTY

The chart below shows the number of veterans in Santa Clara County by conflict as reported by the Census Bureau's 2010 American Community Survey.

Post 9/11 Gulf War II veterans make up approximately 6,034 out of 71,831 total veterans in the county.



Department of Defense data from 2009 that shows that the average age of active duty enlisted personnel is 27.2 years and officers 34.5. Officers account for 16% of the nation's 1.45 million armed forces personnel. Enlisted personnel stay in the military an average of 6.7 years and officers 10.9 years.

According to the Department of Defense's Military Community Office, in 2011 the average age at which active duty personnel separated from the military was at 26.

Based upon ACS data we know there are 5,100 veterans in Santa Clara County who are 18-35 years old, most of whom likely are Post-9/11 veterans.

Slightly over 75% of veterans in Santa Clara County have some college or higher -- 34.4% with some college or an associate's degree and 40.9% with a bachelor's degree or higher -- slightly higher than the national rate of 72% of veterans with some college or higher.