

2010 Employment Outlook for Central Florida Survey



February 22, 2010

The unemployment rate for January 2010 in Central Florida, at 11.9%, is the highest unemployment in the Orlando MSA since June 1975. Many economists are predicting a slow decline of the unemployment rate starting September 2010. The Florida Economic Estimating Conference is predicting the Central Florida MSA will not see a 6% unemployment rate until 2016 -2018. In 2007, the Orlando MSA averaged 3.8% unemployment for the year.

This Central Florida Employment Outlook Survey was completed by OrlandoJobs.com and is a follow up to two surveys completed last year, both of which are posted at orlandojobs.com/whitepaper. The main goal of this 2010 survey is to gauge the employment outlook by again asking Central Florida companies the following questions:

- 1. Who is currently hiring in Central Florida?**
- 2. What jobs are currently open?**
- 3. What is each company's hiring forecast for the rest of 2010?**
- 4. What are the biggest hiring challenges?**

Additionally, OrlandoJobs.com aimed to understand how companies and job seekers alike are coping with this 11.9% unemployment rate.

To find the answers, OrlandoJobs.com surveyed 112 Central Florida companies by phone and asked them these questions and more. Combined, these 112 companies represent 118,995 employees, all of whom are based in Central Florida.

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2010 Central Florida Employment Outlook

Major Findings

- **Seventy-six companies (67%) have current job openings. Thirty-six companies (33%) have no current job openings.** In OrlandoJobs.com's previous survey, completed in September 2009 (orlandojobs.com/whitepaper), only 45% of companies had job openings while 55% were not hiring.
- **Only nine companies out of 112 reported they will not hire one single person in 2010.**
- **Twenty-four companies predict they will hire more than 100 employees in 2010.**
- **Seven surveyed companies indicated they will hire more than 1000 employees in 2010.**
- **For the first time in 27 months, companies are at least somewhat optimistic about their hiring projections.** In the last employment outlook surveys, 83% of employers surveyed indicated no clear plan for hiring in 2010.
- **The hospitality sector is seeing an uptick in hiring.** Five new hotels have come online, Universal's The Wizarding World of Harry Potter is getting ready to open and CoCo Cay opened another Central Florida water park. Lego Land is slated to open by December of 2010.
- **The top hiring sectors in Central Florida are Healthcare, Hospitality, Financial Services, Mortgage, Education and Call Center, not necessarily in that order.**
- **The construction industry has not seen any recovery of jobs.** Companies in the construction sector report they are not hiring and have no forecast for when the industry will rebound. Some large projects like SunRail and high speed rail will help add jobs in this sector in the next twenty four months.
- **Employers indicate that qualified and quality candidates are still hard to find.** Many of the jobs that require certain training and education still remain open because suitable candidates cannot be found.
- **Human Resource departments are overworked.** Human resource departments are forced to comb through hundreds of unqualified candidate resumes looking for matches for their job requisitions.
- **Social Media Recruiting is on the radar screen of 39% of the surveyed companies.** Many companies are using sites like LinkedIn, Facebook and Google to find out additional information on candidates applying to their positions. Only 10% of companies have actually begun recruiting employees through social media recruiting campaigns.
- **Overall, what a difference a year makes!**

The Methodology

The Central Florida 2010 Employment Outlook Survey was completed by OrlandoJobs.com. We directly called 112 companies (Human Resource Managers and Business Owners) to help us understand how this historic recession and the high unemployment in Central Florida directly effected their workforce. Our goal was to find out who is hiring, what jobs are available and the company's hiring forecast for the rest of 2010. The surveyed companies cover 19 business sectors and have a overall total of 118,995 Central Florida-based employees.

THE SURVEY

1. Do you have any *current* job openings in Central Florida?

February 2010	September 2009
YES: 67%	YES: 45%
NO: 33%	NO: 55%

This survey revealed more than 1875 jobs currently available among the 112 companies surveyed. (See open jobs CHART 1.) This is a large increase from the same time period (February 2009) when we found 750 open jobs spread among 277 surveyed companies.

Thirteen sectors are represented in the 1875 openings. However, the majority of jobs open are showing up in healthcare, hospitality, banking, mortgage and education. The jobs types that have multiple openings include nurses, home health care, sales, mortgage underwriters, bank tellers, bill collectors, real estate, call center, customer service and all types of hospitality.

The survey also shows jobs for fire fighters, EMT's, scientists, accountants, lawyers, drivers, administration professionals and case managers.

60% of the currently open jobs are for hourly wage jobs. This is due to the nature of the Central Florida employment market, which is heavily skewed towards hospitality and call centers. For example, Universal Orlando is in the middle of hiring for their new attraction "The Wizarding World of Harry Potter." While a few jobs are open for technicians that pay salary, most of the available jobs are on an hourly pay rate.

CHART 1: Jobs currently open in Central Florida (February 2010)

SECTOR	JOBS CURENTLY OPEN IN CENTRAL FLORIDA (2/10)
1. HEALTHCARE	Cardiology Techs, RN's, LPN's, Food Service, A/R Collections, Medical Assistants, Case Managers, Home Health Care Assistants/Nurses, Medical Coders, Medical Billers, Primary Care Physicians, Occupational Therapist, Physical Therapists, Dietician, Accountant, MRI Technologists, Phlebotomist, Radiologist, Software developer, and Sales Professionals (Medical Device, Home Healthcare).
2. HOSPITALITY	Security, Water Park Attendees, Housekeepers, Attraction (Ride) Attendants, Life Guards, Cooks, Front Desk Clerks, Night Auditors, Culinary (Chef, Sous-Chef, Pastry Chef, Food Service Workers) Banquet And Convention Sales Professionals, Restaurant Managers, Housekeepers, Safety Manager, Custodial, Entertainment Manager, and other positions.
3. BANKING/FINANCE/INSURANCE	Application Processors, Customer Service Representatives, Bank Tellers, Personal Bankers, Mortgage Underwriters, Business/Personal Account Mangers, Certified Financial Planners, Call Center (Bank Credit Cards), Personal Financial Representatives, Loan Officers, and Commercial Lenders.
4. EDUCATION	Professors, Financial Aid Assistants, Education Sales Professionals, Director of Nursing School, Administration, Custodial, Security, and Director of Admissions.
5. TELECOMMUNICATIONS	Sales, Installers, Technical Specialists, Maintenance, Call Center, and Help Desk.
6. REAL ESTATE	Sales, Appraisers, Mortgage Loan Officers, Loan Originators, Leasing Agents (Commercial/Residential), Processors, and Property Maintenance.
7. TECHNOLOGY	Graphic Designers, Web Developers, Coders, Sales (Websites, Technology), Project Management, Server Engineers, and Software Engineers.
8. GOVERNMENT	EMT, Firefighter, Utility Workers, Police Officer, Maintenance Workers, Permitting, Compliance Specialist
8. MISCELLANEOUS	Fundraisers, Civil Engineer, Personal Assistant, Couriers, Receptionists, Data Entry, Warehouse Fork Lift Operators, Loaders, Electricians, Mechanics, and Animal Groomers.

2. What is your hiring outlook for the rest of 2010?

NO Hires	9.1%
1-5 Hires	27.3%
6-10 Hires	13.0%
11-20 Hires	10.4%
21-50 Hires	15.6%
51-100 Hires	7.8%
101-200 Hires	9.1%
201 or More Hires	13.0%

While a lot of the major hiring will be in the healthcare and hospitality industry, only 9.1% of surveyed companies plan on not hiring at all. Compared to OrlandoJobs.com's last survey from September 2009, this is a strong indication that companies have hiring back on their radar screens in 2010. As shown by CHART 2, 41% of the companies had no hiring plans in the 4th quarter of 2009 and another 24% were hiring less than 5 employees.

What is your hiring outlook for the rest of 2009?

NO Hires	41.5%
1-5 Hires	24.4%
6-10 Hires	10.4%
11-20 Hires	7.4%
21-50 Hires	11.9%
51-100 Hires	5.2%
101-200 Hires	3.7%
201 or More Hires	2.2%

(survey from September 2009)

In our September 2009 survey, over 83% of the respondents were uncertain of their hiring for 2010. In this latest employment survey completed in February 2010, it appears this uncertainty has changed into some qualified hiring. This is an encouraging sign for Central Florida in 2010.

Is hiring making a comeback? Have we hit the bottom? The results of this survey found that for the first time in 26 months, companies are showing some optimism. OrlandoJobs.com itself has seen job counts on the website slowly begin to rise in December after declining for almost 14 months straight.

CHART 2: PROJECTED JOBS 2010

SECTOR	PROJECTED JOB OPENINGS FOR CENTRAL FLORIDA IN 2010
1. HEALTHCARE	Home Health Assistants, Lab Assistants, Web Developer, Organ Procurement Organizer, Office Assistants, Accountant, MRI Technologists, Occupational Therapist, Physical Therapists, Dietician, Medical Coders, Emergency Room Nurse, Food Service, Custodial, RN's, LPN's, Dieticians, Physician Assistants, Chaplin.
2. HOSPITALITY	Hotel Engineer, Room Attendants, Housekeeping, Culinary, Security, Steward Management, Guest Services, Ride Attendants, Management, IT Director, Website Developer, Theater Technician, Technical Trades, Translator, Event Guides, Water Park Attendants, Accounting, Front Desk, Valet, Trainer, Convention Sales, Banquet Sales, Room Sales, Time Share Sales and Life Guards.
3. BANKING/FINANCE/INSURANCE	Bank Tellers, Certified Financial Planners, Life/Health Agents, Account Mangers, Personal Lines Insurance Sales, Business Banker, Commercial Loan Officer, Personal Loan Officer, Collections, Call Center Customer Service, Application Processors, IT, Bookkeeper, Certified Public Accountant, Compliance Officer.
4. EDUCATION	Director of Nursing, Teachers, Administration, Professors, Education Counselors, Education Sales Professionals, Financial Aid Assistants, Food Service, IT, Web Developers, New Media Director, Writer, Linux Administrator, Admission Report Administrator, Editor and Writer.
5. TELECOMMUNICATIONS	Underground Utilities, Call Center, Sales, Installers, Project Manager, VOIP, IT Security Analyst, Operations Manager, Data Entry Clerks, Manager of Network Security.
6. REAL ESTATE	Real Estate Sales Associates (Licensed) Commercial Real Estate Agents, Marketing Apprentice, Escrow Operations Coordinator, Attorney, Appraisers, Mortgage Loan Officers, Owners Representative, Loan Originators, Leasing Agents (Commercial/Residential), Processors, and Property Maintenance.
7. TECHNOLOGY	Optical Design Engineer, Technology Recruiter, Help Desk Analyst, Web Developers, Coders, Sales, Graphic Designers, .NET Developers, IT Director, Ruby on Rails, Java Developers, Software Engineer, Oracle DBA, C+ Programmer and Sales.
8. GOVERNMENT	Bookkeeper, Investigator, Data Entry, Maintenance Workers, Web Developer, Compliance, Permitting, Administration, Police Officer, Firefighter, Utility Service Workers, EMT, Traffic Maintenance and Custodial.
8. MISCELLANEOUS	Luggage Runner, Bus Drivers, Furniture Assembler, Cashier, Sales Positions (in almost all sectors), Exhibit Manger, Structural Engineers, System Engineers, Aviation Technicians, Industrial Sewing Machine Operators, Public Relations Manager, Security Positions, Recruiters and Human Resource Professionals.

3. How different will your hiring be in 2010 from 2009?

WORSE:	10%
SAME:	51%
BETTER:	39%

This is at least one more confirmation that the Central Florida job market has bottomed out and many companies are slowly starting to hire.

4. What are the challenges for companies that *are* hiring right now?

Companies are experiencing many different hiring challenges. We compiled this list by asking survey participants to share their biggest challenges:

1. Too many unqualified candidates are applying to open jobs. This is causing human resource departments to work overtime going through mounds of resumes. With a high unemployment rate, job seekers are applying to multiple positions at the same companies.
2. Turnover in hourly jobs is high. Now that hiring is beginning to take place, companies indicated they are having a hard time retaining hourly employees because they are finding other jobs that may pay more per hour.
3. It's hard to get enough of a recruiting budget dedicated to hiring highly qualified and specialized candidates.
4. Current employees who have been overworked during the recession are hard to retain. Companies are concerned that if hiring really picks up, they will have a major challenge replacing employees who leave, as well as filling new job requisitions.
5. Companies state difficulty in filling diversity objectives.
6. A very bad national housing market is making it hard for companies who want to relocate qualified candidates to Central Florida. Jobseekers cannot sell their homes in the state they are coming from, therefore making a move almost impossible.
7. While many companies have an optimistic outlook, some report they are still unsure of their exact hiring plan for 2010.
8. There is a lack of internal human resource and recruiting staff. A lot of companies indicated over the last 24 months that they were forced to cut human resource departments significantly in size.

Lingering Issues Affecting Hiring in Central Florida

1. **Very Volatile Housing Market** - People cannot sell their homes to relocate for open jobs in other cities. There is so much inventory, very few housing starts are taking place therefore taking a toll on the construction industry. Florida has a foreclosure rate of 1 in every 187 houses. This is 4th on the list, behind Las Vegas, Arizona and California.
2. **Commercial Real Estate Market** --Vacancy signs are everywhere were someone once had a business. Owners of these buildings are under tremendous pressure to lease these properties. If the commercial market sees foreclosures on commercial businesses escalate in 2010, hiring will be affected further.
3. **Retiring Has Slowed**-- Many people who have retired are considering re-entering the workforce to help make up for pension plans and 401k's that have been drastically reduced. Current employees who might have otherwise considered retiring, are instead staying to help rebuild lost retirement funds.
4. **Low Lending** – Lending to businesses is at lowest level since 1942, according to the Federal Deposit Insurance Corporation (FDIC). The banking industry is still struggling and not lending money to small businesses. This is a major issue in Central Florida because the majority of businesses have less than 10 employees. With no money to expand, hiring is at a standstill for some companies.
5. **Federal Stimulus** has not created new jobs. While it is credited with saving 34,000 jobs in Florida, all but 5,000 of those jobs are teachers and public school employees. Many of the “shovel ready” projects that this money is going towards have not begun to flow. Job creation has not taken place. (*Orlando Sentinel 2/14/10*)

Conclusions

The 11.9% unemployment rate we see today is very high for Central Florida. However, this survey clearly indicates that companies are at least beginning to hire. This is a major change from just six months ago and we hope this indicates that Central Florida is ready for a slow but steady recovery.

The future is bright for Central Florida. The new Orlando Events Center will be completed in five months. This has created 1,000's of jobs during a recession and will create many job opportunities once it opens to the public in October of 2010. Sun Rail and High Speed Rail are coming to Central Florida. This is predicted to create 9,000 jobs in the next few years using federal stimulus money to fund these projects. Medical City is up and running. In the next 10 years, this area will create over 10,000 jobs. Orlando will remain one of the world's top tourist destinations. Universal Orlando, SeaWorld and Disney are world class parks. Universal is getting ready to open "The Wizarding World of Harry Potter" and Walt Disney World will start soon building a brand new Fantasyland expansion.

The biggest difference in this survey from OrlandoJobs.com's two previous surveys in 2009 is the change we detect in companies' attitudes going forward when it comes to hiring. For the majority of survey participants, it was very clear they feel the economy is getting better and they are optimistic about future hiring. There is still uncertainty, but the optimism in this survey leads us to believe Central Florida has hit the bottom and is starting to rebound when it comes to jobs.

For jobseekers, the market is still a hidden job market. (Pages 11-12) A great many of jobs currently available are not being advertised to the general public. A job seeker must do more than just apply online at job boards to find these hidden jobs. Job seekers also have had an opportunity to reevaluate their career choice to see if it can hold steady during a recession. As the survey has shown, Central Florida education facilities all have many jobs open for teachers, professors and assistants. Many job seekers are changing careers and going back to school to get the education and training they need.

After coming through a historic recession, it is hard to imagine a Central Florida with 3.8% unemployment again anywhere in the foreseeable future. However, Central Florida is positioned very well to rebound faster than other parts of Florida and the nation. Once we solve some of the issues holding back companies from hiring, the Orlando area will really begin to feel and see more career opportunities.



TIPS FOR CENTRAL FLORIDA JOBSEEKERS - TAPPING INTO THE HIDDEN JOB MARKET

Unemployment is 11.9% in Central Florida. Our latest survey (2/2010) indicates that companies are starting to hire again. However, a lot of these jobs are not posted on sites like OrlandoJobs.com. Here are ten tips to help you find jobs in Central Florida's hidden job market (Questions or comments? Please contact Roger Lear at roger@orlandojobs.com)

1. **Post your resume** on sites like OrlandoJobs.com and CareerBuilder. Make sure your resume is clean, keyword strong for your background and well-written. Think of your resume like a Google search result. If an employer types in the search term "bank teller," will your resume make the first page of search results if that is your background? Instead of posting jobs on career websites and getting hundreds of resumes, Human Resource manager are searching databases and contacting potential candidate directly.
2. **Network.** Word of mouth is the number one way companies are hiring employees; if you are not talking to anyone, you are not networking. Central Florida has a lot of network groups. Google "network groups Orlando" or use a site like MeetUp.com to locate a group in your area or industry. Network groups in any employment marketplace are one of the top ways to meet people who will lead you directly to hidden jobs.
3. Companies are often only **posting jobs in-house** these days. Identify companies that you want to work for in Central Florida and go directly to their website career section to look for jobs. This is a lot of work, but you will find jobs that are only posted there and nowhere else. Ask friends and family to bring home their company's in-house job postings, as well.
4. Use numerous resources to identify companies in Central Florida that you do not know anything. The Orlando Business Journal publishes a "Book of Lists" that highlights the top 25 companies in every sector. Resources like Hoovers and Dun & Bradstreet can also help you identify these companies.



5. Use LinkedIn.com, the professional social network. Once you identify companies you want to work for, use this site to find potential managers and human resource professionals you can call. LinkedIn.com won't work overnight, but once you build your network, you will be able to view the backgrounds of key people. Use your social networks (MySpace, Facebook, and LinkedIn.com) to let your friends know that you are in the job market. Be very specific about the type of job you are looking for with this group. Do you twitter? Companies are tweeting their jobs. Search for jobs on Twitter using TwitterJobSearch.com. Also, check out twitter.com/orlandojobtweet.
6. Clean up your online image. Employers are checking your Facebook account the same way you can check them out at Hoovers and LinkedIn.com. In our most recent survey we asked 112 companies if they use social networks to check out candidates before they interview them. Thirty nine percent of Central Florida companies are checking you out!
7. Job boards. Search job boards for specific jobs. OrlandoJobs.com, CareerBuilder and HotJobs.com are good places to start. If you are very specialized, find the niche boards in your industry. For technology, it's Dice.com; for insurance, it's GreatInsuranceJobs.com; and for logistics, it's Jobsinlogistics.com. Go to NicheBoards.com to find the top niche sites for other industries.
8. Set up search agents at job boards to automatically deliver a list of jobs that match your interests to your email or phone.
9. Use local resources. The Orlando Economic Development Commission (www.business-orlando.org) and the Disney Entrepreneur Center have numerous resources to help you identify potential companies you may not know about.
10. Volunteer in your spare time. Believe it or not, this is a great source of networking. You never know who you may meet on a volunteer assignment that may be in a position to hand-deliver your resume to the Director of Human Resources at their company. Plus, you are helping your community! (Check out VolunteerOrlando.org for opportunities.)



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About OrlandoJobs.com

OrlandoJobs.com was founded in 2005 by Roger Lear and Scott Kotroba. We are the official employment website of the Central Florida Human Resource Association. (www.cfhra.org). OrlandoJobs.com has over 1,500 clients that use this service to post jobs to Central Florida Jobseekers. Job Seeker traffic averages 89,000 users per month (1/10). To request a media kit, please contact our Marketing Department, Bradley Sparrow (Bradley@orlandojobs.com) at 407-645-4224.