

2009 3rd and 4th Quarter Employment Outlook for Central Florida (2010 outlook)

September 1, 2009

Follow-up to [2009 Employment Outlook](#) white paper, released 2/28/09

OrlandoJobs.com surveyed 174 Central Florida companies between June 8 and July 14, 2009. Direct phone interviews were conducted with senior human resource management and business owners in these companies, which covered more than 19 different sectors. Combined, the survey participants employ 100,574 workers in Central Florida. This report on their outlook for Q3/Q4 is a follow-up to the [2009 Employment Outlook white paper](#) released by OrlandoJobs.com on 2/28/09. The aim with this paper, as with the first, is to get to the real pulse of this historic employment marketplace for Central Florida.



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Central Florida 2009 3rd and 4th Quarter Employment Outlook

Overall Project Summary & Major Findings

In the seven months since our first 2009 [Central Florida Employment Outlook](#) white paper, the economy of our nation and our region has changed in many ways. From the housing market to the influx of federal stimulus dollars, we are still feeling our way forward, and the companies included in this survey reflected this uncertainty in their employment outlook for the remainder of 2009, and in their planning for 2010.

The unemployment rate for July 2009 for the counties of Orange, Seminole, Lake and Osceola was 11.0%*. At the time of our first study in February 2009, the unemployment rate for December 2008 (same counties) was 7.7%. This 3.3% jump in Central Florida unemployment between our studies has hit the residents of Central Florida extremely hard.

*[LAUS \(Local Area Unemployment Statistics\)](#) (US Bureau of Labor Statistics)

This survey seeks to determine whether the employment outlook is getting any better. Who is hiring? What types of jobs are open right now? How are job seekers finding jobs in Central Florida? What are employers forecasting for 2010?

Major Findings:

- Overall, hiring in Central Florida is very slow but it does exist.
- Massive layoffs are done for now. Companies surveyed predict very flat 3rd and 4th quarters; most indicated there are not looking to layoff any additional employees, and a full 45% report current job openings. A lot of the hiring happening in the 3rd and 4th quarters will be on an as needed basis. Our respondents indicated they would also do a lot of replacement hiring.
- Sectors leading the way in Central Florida are healthcare, education, banking, real estate and hospitality.
- 83% of 174 Central Florida companies surveyed indicated no clear plan of hiring for 2010, but most employers are optimistic that sometime next year things will start to get back to normal and they can start growing again, which creates jobs.
- The construction and hospitality sectors in Central Florida will remain slow into the foreseeable future. In July of 2009, the construction industry had lost 19.4% of the jobs that employed workers just one year ago. Leisure and hospitality saw their overall job count sink 4.3%. ([Data: US Bureau of Labor Statistics](#)) Until the worldwide economy picks up and people start traveling, our surveyed companies in these sectors report they will remain flat.

2009 3rd and 4th Quarter Hiring Projections for Central Florida

- Employers are concerned about employee transition once the economy starts rebounding. Current employees that want to change jobs today cannot because of lack of opportunities. Once there is an uptick in the economy, these employees will be the first out the door. While this is an issue for employers, for jobseekers looking for work, those openings will be a good source of new jobs.
- Even in high unemployment, highly skilled and educated workers are hard to find. Human Resource departments are going through hundreds of unqualified candidates to find matches for their job requisitions.
- For job-seekers, it is still very much the “hidden job market”, which was first uncovered in OrlandoJobs.com’s 2009 Central Florida Outlook paper released in February. There is more about this phenomenon on page 13 of this report.

Central Florida July 2009 Unemployment Rate

The unemployment rate for Central Florida (Orange, Seminole, Lakeland and Osceola counties) is 11.0% in July of 2009. This was a rise of 3.3% since the beginning of the year (7.7% in December 2009). The unemployment rate (not seasonally adjusted) for the state of Florida was also 11.0% in July 2009, compared to the 10.7% national unemployment rate.

Breaking down the individual counties, all have seen significant unemployment increases since the beginning of the year.

Unemployment Difference from December 2008 to July 2009*

COUNTY	Unemployment Rate Decmeber 08	Unemployment Rate July 09	Change
ORANGE	7.80%	10.90%	3.10%
SEMINOLE	7.20%	10.40%	3.20%
OSCEOLA	8.70%	11.60%	2.90%
LAKE	8.40%	11.60%	3.20%
FLAGLER*	11.80%	15.90%	4.10%

* Highest in State for comparison

Is the unemployment rate in Central Florida going to continue to climb? The overall theme of our survey when talking directly to companies is uncertainty. It seems like most sectors are waiting on “something” to happen that will show signs of sustainable upside at fair market value. Until this happens, surveyed companies indicate a very flat 3rd and 4th quarter. Following are the questions we asked 174 companies, which represent 19 sectors and over 100,000 Central Florida based employees.

1. DO YOU HAVE ANY CURRENT OPENINGS YOU ARE ACTIVELY RECRUITING?

YES: 45% 78 Companies
NO: 55% 96 Companies

2. WHAT POSITIONS ARE YOU CURRENTLY RECRUITING FOR RIGHT NOW IN CENTRAL FLORIDA? (Top 25/in Order of Number of Openings)

Healthcare (Nurses, Admissions, Physical Therapists)
Sales Jobs (Insurance, Advertising, Media, Medical, Timeshare)
Hospitality (Bellman, Room Attendants, Servers, Bartenders, Cooks, Lifeguards, Valet)
Call Center Jobs
Administrative Assistants
Mortgage Brokers
Loan Originators
Commercial/Residential Leasing Consultants
Real Estate Agents
Admission Counselors (Education Facilities)
Collectors (Bills)
Fundraising Specialists
AC Installers/HVAC Maintenance
Clinical Positions
Financial Advisors
Restaurant Managers
Welders
Security Guards
Cable Installers
Executive Assistants
Mechanics
Bank Tellers
Electrician/Plumbers
Engineers (Civil, Electrical)
Claims Attorney

**3. WHAT IS YOUR CENTRAL FLORIDA HIRING OUTLOOK FOR THE REST OF 2009?
(New Hiring Only-Replacement hiring is separate.)**

# of Hires	# of Companies
NO HIRES:	58
1-5 HIRES:	47
6-10 Hires:	18
11-20 Hires:	15
21-50 Hires:	15
51 -100 Hires:	9
101-200 Hires:	6
200 + Hires:	6

4. WHAT ARE THE TOP CENTRAL FLORIDA SECTORS HIRING IN THE 3rd AND 4th QUARTER AND WHAT JOBS WILL BE OPEN?

SECTOR	JOBS FORECASTED FOR HIRE IN 3 rd AND 4 th Quarter (Central Florida)
1. HEALTHCARE	Physical Therapists, RN's, LPN's, Medical Coders, Medical Billers, Food Service, A/R Collections, Medical Assistants, Case Managers, Home Health Care Assistants/Nurses, Primary Care Physicians, Occupational Therapist, Greeters
2. HOSPITALITY	Housekeepers, Life Guards, Cooks, Front Desk Clerks, Night Clerks, Food Service Workers, Banquet And Convention Sales, Restaurant Managers, Water Park Attendees, Janitorial, Sales Manager and many other positions
3. BANKING/FINANCE/INSURANCE	Bank Tellers, Personal Bankers, Loan Officers, Commercial Lenders, Mortgage Advisors, Life and Health Sales Professionals, Account Mangers, Certified Financial Planners, Call Center (Bank Credit Cards), Personal Financial Representatives, Customer Service Representatives
4. EDUCATION	Admissions Counselors, Administration, Professors, Childcare Teachers/Staff, Financial Aid Assistants, Education Product Sales and Tutors
5. TELECOMMUNICATIONS	Sales, Installers, Technical Specialists, Maintenance, Call Center, Help Desk
6. REAL ESTATE	Sales, Appraisers, Mortgage Loan Officers, Loan Originators, Leasing Agents (commercial/residential), Processors, Property Maintenance
7. TECHNOLOGY	Graphic Designers, Web Developers, Coders, Sales (websites, technology), Project Management, Server Engineers, Software Engineers
8. MISCELLANEOUS	Hair Stylists, Fund Raisers, Couriers, Receptionists, Data Entry, Warehouse Fork Lift Operators, Loaders, Electricians, Mechanics, Animal Groomers

5. WHAT IS YOUR HIRING OUTLOOK FOR 2010?

A full 83% of the 174 Central Florida companies surveyed indicated no clear plan of hiring for 2010. Additionally, 103 companies used the word “unsure” or “depends on economy” when describing hiring in 2010.

If this survey has one very clear conclusion, it is this: companies do not have a clear hiring plan for 2010. And when companies are not hiring, Central Florida is not growing. The survey indicates that Central Florida employment marketplace may have flattened out, and until the economy starts growing, we will see very slow job growth.

Except for sales and healthcare positions, 2010 will see more of the same type of hiring unless we see a sustainable economic recovery. The “uncertainty” in the marketplace really means that if nothing changes, the majority of job openings will be limited new hires and replacements of current jobs. Jobs will also remain “hidden”, making it extremely difficult for job seekers to find the jobs that may fit their backgrounds. (JOB SEEKERS, page 11 will give you 10 tips on how to find those hidden jobs)

TOP 5 Issues Effecting Central Florida Employment in 2009

1. Hospitality industry not leading the way. In July 2009, [hotel occupancy](#) fell to a 10 year low reaching 68.2% (source: *Smith Travel Research*). The average room rate has also decreased dramatically in 2009. While we are still getting tourists, they are not staying at our hotels which is causing cutbacks in staff at many area hotels. Rich Maladecki of the Central Florida Hotel and Lodging Association stated that 100% of its member’s hotels have either laid off or reduced the hours of their employees because of slow business. (Source) With the historically slow fall season approaching, expect more of the same. Many hoteliers are not expecting an uptick until December.
2. Small businesses are going out of business. Central Florida small businesses employ thousands of people. However, small businesses are declaring bankruptcy in record numbers. Many of these businesses support the hospitality industry and construction industry. In addition, commercial leasing spaces are seeing a [high level of vacancy](#). The lack of demand for office space has put numerous new commercial construction projects on hold and therefore job creation in this area is nonexistent.
3. The statewide budget crisis. Central Florida has lost a lot of government jobs due to the state running out of money. Universities who rely on state tax revenue (programs like Bright Futures) have also taken a major hit causing hiring freezes and layoffs.

4. City/County budget crisis. All counties are seeing less tax revenues (from property taxes and tourist taxes) and are making cuts across the board. Landscape crews and city government workers are just a few examples of job losses that are taking place to deal with the budget shortfall. ([Source](#))
5. Construction industry on a standstill and foreclosures in Central Florida lead the country. Except for a few projects, construction in Central Florida is stagnant. Many in this industry have lost their jobs already and are having a difficult time transferring these skills to other occupations. Like hospitality, the construction industry in Central Florida has been a leader for the last 15 years. In [Orlando \(July 2009\)](#), foreclosures rose 37% according to RealtyTrac. A lot of this is being caused by people losing their jobs as well as the subprime lending market debacle. No matter what the cause, with so much home inventory available at reduced prices, new construction is being put on hold. Without new construction there will be no new jobs in this sector. Finally, with the national housing crisis, Central Florida companies in need of very skilled candidates are having a hard time relocating this talent to the area. Potential employees in other states are having a hard time selling their homes at a fair price to justify moving to Central Florida.

TOP 5 POSITIVES FOR CENTRAL FLORIDA EMPLOYMENT

1. New hotels will create transition in the hospitality industry. In the next three months, three brand new [Hilton Properties](#) in Orlando will be opening and hiring more than 1,200 employees. This will also create jobs at other area hotels because of many resignations of current employees who are taking jobs with Hilton.
2. The real estate industry has many jobs currently available. The silver lining in the foreclosure market is the fact that homes are beginning to sell again at reduced prices. This has created jobs for sales professionals, mortgage underwriters, appraisers, loan administrators and small companies that do rehab work on homes. The uptick we have seen in home sales is a very positive sign on the road to recovery.
3. [Medical City](#) in Southeast Orlando. Central Florida is dedicated to building a world class health science corridor. The UCF Medical School, Burnham Institute for Medical Research, Nemours and the VA Hospital are leading the way. Jobs are being created not only at these facilities but the businesses that serve these companies. New construction is rolling in this specific area. The most exciting thing about the Medical City is that Central Florida is investing in its future with jobs that are recession proof.

4. Education. The downturn in jobs has had a positive effect on educational facilities throughout Central Florida. This leads to two outcomes. First, it has necessitated the creation of jobs at these educational facilities to help with the increase in student enrollment. Secondly, it means more people are getting additional education and training that will pay huge dividends in terms of finding a job or upgrading to a new position when our economy stabilizes.
5. Stimulus Money from the U.S. Government. While this is very hard to track, Central Florida has had a few success stories on jobs that have been saved in the short term. [UCF received](#) \$36 million in federal stimulus money to save 51 jobs, 4 programs and prevent salary cuts for 236 employees. Many [Orange County school teachers' jobs](#) were also saved by the federal stimulus package. A number of construction projects are waiting on final approval on getting stimulus money in the next few months. All of this will help in the short term to add jobs to the Central Florida Economy.

The Hidden Job Market

In a hidden job market, the jobs that are open have three major characteristics:

1. Companies do not advertise these open jobs.
2. Employers are using internal resources to recruit candidates directly. They are finding candidates in job board resume databases, ERP's (employee referral programs), career fairs, LinkedIn and corporate career websites. Employers are going to the candidate directly therefore not allowing candidates to come to them. Employers are [posting 50% fewer jobs on job boards](#) like OrlandoJobs.com, Monster and CareerBuilder. Word of mouth has always been a top source of hiring for companies and with the current state of unemployment, it has become an even more powerful solution for companies looking for qualified candidates.
3. Hidden jobs open fast due to a termination, resignation or add to staff. Jobseekers must be in the right place at the right time to secure these positions.

The employers we spoke with for this survey made it very clear; they are finding plenty of candidates for the job openings they currently recruiting. Companies with openings are getting flooded with resumes of unqualified applicants, costing human resource professionals a lot of valuable time going through piles of resumes. Candidates are getting frustrated because they are receiving no feedback from companies where they are applying. In a hidden job market, this is the very reason a lot of jobs are never advertised.

For job seekers, this means that the competition for each open job is intense. Job seekers in this employment market must retool their job search strategy to secure meaningful employment.

CONCLUSION

Central Florida has lost over 64,200 jobs (Orlando MSA) in the last 12 months (source: Bureau of Labor Statistics). Since our last [Central Florida Employment Outlook](#) paper in February, unemployment has increased over 3% and many businesses have closed. It is the highest unemployment rate recorded in the last 20 years. In speaking directly to 174 different companies for this paper, the hiring outlook for the rest of 2009 and into 2010 will remain relatively flat. This report also shows we still are experiencing a hidden job market.

The jobs that are open now and for the rest of 2009 will require job seekers to be in the right place at the right time. Human Resource professionals who participated in this survey indicated they are getting over 300 resumes per job opening. This is a great cause of frustration to jobseekers in Central Florida.

The theme for Central Florida mirrors the theme in many cities across this country; everyone is waiting for signs of life in the economy. While this is obvious, we were pleased to hear from our surveyed employers that while they may not be growing, they are indicating their belief that the worst may be over. However, so much of the enthusiasm is based on the turnaround timetable that is impossible to predict. The good news is that the majority of the surveyed companies are optimistic that this will happen in 2010.



(Following Page is the Top 10 Jobseeker Tips: Finding a job in a Hidden Job Market)

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

The following are tips put together by the professionals at OrlandoJobs.com, based on their conversations with the Senior Human Resource Managers and business owners for this survey:

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, they 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.

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.
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 81,000 users per month (7/09). To request a media kit, please contact our Marketing Department, Bradley Sparrow (Bradley@orlandojobs.com) at 407-645-4224.