

July 2013 Newsletter

Study foresees lack of qualified workers



The United States is on track to create 55 million workers with the education or training to fill these positions, according to a report by the Georgetown University Center on Education and the Workforce.

The report projects Ohio will have 1.98 million openings by 2020.

“If the U.S. Congress can deal with budgetary challenges, we are on schedule for recovery,” said Anthony P. Carnevale, director of the center, a nonprofit research and policy institute. “But we will still face a major shortage of college-educated workers, especially as baby boomers retire.”

The study projects overall employment will grow from 140.6 million in 2010 to 164.6 million in 2020. Of the 55 million projected job openings, the study estimates 24 million will be for new jobs and 31 million will result from baby boomers retiring.

According to the findings, 65 percent of job vacancies will require some postsecondary education and training, up from 28 percent in 1973. The study projects that the financial services industry will create more than 10 million job vacancies by 2020; wholesale and retail trade will create 7 million jobs, and government and public education, 6.7 million.

Four of the five fastest-growing occupations will require high levels of postsecondary education, the study found: health care professional and technical; science, technology, engineering and math; education; and community services.

~ *Stateline.org* 6-13

Manpower Group’s Talent Shortage Survey identifies the top 10 most difficult jobs to fill in the U.S.

A look at this year’s top 10:

- Skilled trades
- Sales representatives
- Drivers
- IT staff
- Accounting and finance
- Engineers
- Technicians
- Management/executives
- Mechanics
- Teachers

Ever wonder about the maze of regional economic development organizations?

Here they are:

- Northeast Ohio Economic Development Network
- [Team NEO](#) – Attract new businesses, advance regional strategy
- [Bio Enterprise](#) – Connect biomed companies to growth resources and funding
- [Jumpstart](#) – Launch entrepreneurs and high growth companies
- [Commission on Economic Inclusion](#) – Expand economic inclusion in business
- Chambers of Commerce and local economic development organizations – Expand and retain businesses
- [MAGNET](#) – Retain and grow manufacturing businesses
- [Cleveland Plus](#) – Create one regional brand
- [NORTECH](#) – Build technology clusters
- [Fund for our Economic Future](#) – Provides grants for economic development

Know of any others?

Cloud Computing

Cloud computing is the use of applications that are housed on servers outside of a business's location and accessed using the Internet. Instead of deploying servers internally and building a network infrastructure within their walls, companies contract with a cloud-computing provider that hosts the applications.

“Cloud computing is a key component of any company's infrastructure these days,” says Eric Folkman, manager of managed services at Blue Technologies. “There's a piece of it now that can fit pretty much any company. It wasn't that way a few years ago, but the technology has progressed and the costs have come down so far that there's something there for everybody.”

Reasons to use

- Financial benefits
- Increased availability of data, whether for your employees or the public

- Reducing your disaster risk with some form of backup

The ability to move applications to the cloud has exploded. Some applications are better than others in the cloud environment, such as email, financial systems, customer relationship management (CRM) systems, data backup and Microsoft Office-type products like Word and Excel. In addition, voice is gaining popularity, which works by routing phones through the Internet. This can reduce your business phone bills and provide flexibility to telecom costs.

Any time a company is considering a major change to its technology – whether a server upgrade or application change – is an appropriate time to consider the cloud.

Here's a scenario I run across three or four times a week: a company is running an older, internal email server and decides to upgrade. It could spend tens of thousands of dollars on hardware, software licensing and implementation. The business gets an upgraded server but still has maintenance costs, security risks and the potential for downtime if something happens to the physical servers.

The alternative is to host email through the cloud. There's no need to secure and maintain an internal server, and email is more accessible via the Internet. There's also no disaster recovery component – you know the provider has mechanisms to keep your data safe. However, sometimes you have so many users going to the cloud that it doesn't make sense as opposed to doing it in-house from a cost perspective.

Cloud-based data backup is a low-cost, low-risk way for a company to dip its toe in the water. Companies see savings quickly and don't have to mess with the tapes and the risk of someone (usually the receptionist) manually rotating tapes off-site. Although there are some configuration changes, it's not a mission-critical application.

Email and a CRM like [salesforce.com](https://www.salesforce.com) are two others to consider doing sooner rather than later with quick payback.

Once you're using the cloud, many providers offer advanced reporting and monitoring tools, so if something goes wrong you can take corrective action. For instance, most backup providers offer a dashboard. You can see how many computers are backing up, how much from each, how long it takes, how many failed to back up, etc. You also want your cloud contracts to include flexibility to add services or make changes as needed.

~ Smart Business Cleveland 6-13

One in three Americans are now poor

The flood of poor people in this Land of Plenty is being swollen by turbulent economic waters sweeping millions of Americans downstream from the middle class. This is our nation's true economic crisis.

The present pace of poverty is dragging down our economy and our nation's potential for greatness. It's stripping away the people's belief that everyone is given a fair shot at a good life.

The Census Bureau found that 31 million people lived beneath the poverty line in 2000. That was 11.3 percent of our people – bad enough. But in the next decade the percentage moved steadily up, reaching 15.1 percent in 2010, or more than 46 million of us—the highest number in the half-century the Bureau has been reporting poverty figures. This despite the fact that America's wealth grew astronomically in those same 10 years.

In all, more than 100 million people – one out of three – are either poor or perched precariously on the brink of that abyss. More than half of today’s near poor landed there from higher income levels – people who had a better paying job that was moved offshore or downsized, uninsured families suddenly zapped by a major medical cost, or recent college grads saddled with debt and unable to find a high paying job in the field of their degree.

Tens of thousands of children have already been cut from Head Start; untold numbers of homebound seniors had to be dropped by Meals on Wheels; and hundreds of thousands of low-income veterans (many homeless) have had their housing, tuition, job-training, and suicide-prevention assistance eliminated.

Wall Street analysts are now alarmed over the damage being done by the austerians. One leading financial firm reports that extreme budget cutting “has detracted from growth in five of the past seven quarters,” while also adding at least a percentage point (more than two million people) to the ranks of the unemployed.

Children are now our poorest group with almost 25 percent of children under age five living below the federal poverty level.

As pediatricians know from the reality they confront in their exam room, income matters. Poverty damages children’s dispositions and blunts their brains. Poverty in this country is now likely to define many children’s life trajectories in the harshest terms: poor academic achievement, high dropout rates, and health problems from obesity and diabetes to substance abuse and mental illness.

~ Lowdown 6-13