

TRENDS

Service jobs hot for the '90s

By Kim Nicholson
Emerald Contributor

College is a time when many young people make life decisions about their careers. Where will the jobs be in the '90s, and what current trends will affect the future job market?

According to Occupational Outlook Quarterly, published by the Bureau of Labor and Statistics, the fastest growing industries will be in the services division of the market. Twelve of the twenty fastest growing occupations will provide health services, and four are in the computer field.

The services division will provide over 50 percent of the job growth in the '90s. Information-based businesses will also grow rapidly, adding 5 million jobs in the next ten years. The increase of the two-income family is the main reason for the demand for more service-based businesses.

Due to a predicted increase in the number of new restaurants, there will also be a growing need for waiters, waitresses and food-counter workers. According to the CAM Report, a career management publication, the demand for janitors and housekeepers will also rise.

The number of paralegal personnel—the fastest growing occupation of the next decade—is expected to double. As legal documents become more complex and the number of lawsuits rises, so will the need for legal assistants.

One trend that will affect the job market is the rising age of the average American. By the end of the decade the median age of the U.S. population will be 35, which will cause employers to intensify competition for young work-

ers and entry-level job seekers. One of the results of this trend will be more jobs opening in the field of employment interviewing and recruiting.

According to Working Woman magazine, "psychic income," or personal satisfaction, will begin to outweigh salary and title in the marketplace. Workers will become more concerned with what the job has to offer than how much it pays.

Lawrence Smith, director of the Career Planning and Placement Office, agrees. "Perhaps the most important trend for successful employment and successful careers is that of having a sense of contributing to something, making a difference. Increasing numbers of students are addressing the need for demonstrating their competence and the need for close relationships," he says.

The medical field will see the most growth of all service industries, with medical assistants, physical therapists, occupational therapists and registered nurses showing the largest increases in jobs. Podiatrists and home health aides will also be in high demand, due to the increase in the elderly population.

As technological developments continue to increase, so will the demand for engineers. The largest growth will be in electrical and mechanical engineering. Computer systems analysts and computer programmers will also be in high demand.

Another area that holds possibilities for job seekers is the non-profit sector. As competition for funding increases among the many non-profit organizations, people with skills in management, marketing and finance will be in demand.

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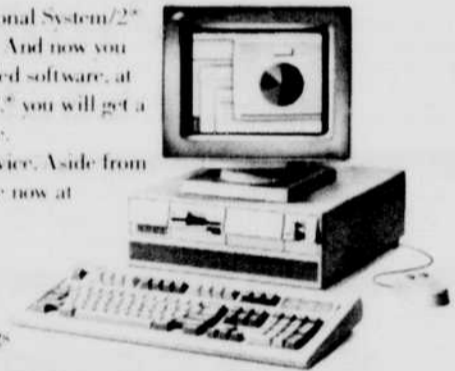
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