



2011 Employment Outlook for Central Florida

This Central Florida Employment Outlook Survey was completed by OrlandoJobs.com and is a follow up to previous surveys, all of which are posted at orlandojobs.com/whitepaper. The main goal of this 2011 survey is to gauge the employment outlook by again asking Central Florida employers 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 2011?**
- 4. What are the biggest hiring challenges?**

To find the answers, OrlandoJobs.com surveyed 166 Central Florida companies by phone and asked them these questions and more. Combined, these 166 companies represent 186,431 employees, all of whom are based in Central Florida.

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Central Florida Employment Outlook for 2011

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Central Florida Employment Outlook for 2011 Methodology

Continuing with a bi-annual survey of the regional job market, OrlandoJobs.com conducted phone interviews with 166 Central Florida-based companies between December 13, 2010 and December 30, 2010. We talked directly to key human resource professionals and business owners to ask them six questions about the state of their current employment practices and their hiring outlook for 2011.

The 166 companies' surveyed employ an overall total of 186,431 employees in Central Florida, and cover 17 sectors. Sectors represented in this survey include accounting, automotive, banking/finance, call center, construction, education, government, healthcare, hospitality, insurance, law, manufacturing, non-profit, real estate, sports/entertainment, timeshare, transportation, and utility.

To find out whether current Central Florida companies are hiring and what their employment outlook is for 2011, OrlandoJobs.com asked the following six questions:

1. Do you have any current job openings in Central Florida?
2. What positions do you currently have open?
3. What is your hiring forecast for 2011? (How many hires do you anticipate?)
4. What types of positions will you be hiring for in 2011?
5. Compared to 2010, will your hiring numbers be better, the same or worse in 2011?
6. What are your biggest hiring challenges?

Central Florida 2011 Employment Outlook

KEY FINDINGS

- (74%) of companies surveyed have current job openings that are available immediately.
- (92%) of companies surveyed plan on hiring at least one (1) person in 2011.
- (35%) of companies surveyed plan on hiring at least fifty (50) employees in 2011.
- (17%) plan on hiring two-hundred (200) or more employees in 2011.
- (32%) of all companies feel that their hiring will be **better** than it was in 2010.
- (5%) of all companies surveyed indicated that 2011 hiring would be worse than it was in 2010.
- The top five hiring sectors for Central Florida are Healthcare, Hospitality, Education, Technology and Banking/Finance.
- Employers indicated that even with the current 11.3% unemployment rate, they are still having a very hard time finding qualified candidates.
- 35% of employers indicated they do not have enough budgets to attract and retain top talent. They are concerned that once the employment market rebounds they will not only have to fill new requisitions but expect to be forced to replace employees who will leave for other jobs.
- Call Center employers are hiring many customer service specialists and account managers. This survey found over 1,000 call center jobs currently open.

Unemployment Rate in Central Florida (December 2010)

Unemployment remains 11.3% in the four county areas, of Lake, Orange, Osceola, and Seminole. However, this is down from 12% unemployment in November of 2009.

Month/Year	LABOR FORCE	EMPLOYMENT	UNEMPLOYMENT	UNEMPLOYMENT RATE
DECEMBER 2010	1,124,171	996,669	127,511	11.3%
NOVEMBER 2010	1,125,072	990,477	134,595	12.0%
DECEMBER 2009	1,115,801	984,199	131,602	11.8%

The Survey Breakdown

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

	December 2010	February 2010	September 2009
YES	74%	67%	45%
NO	26%	33%	55%

2. What jobs do you currently have open?

Sampling of companies and jobs can be found on pages 11-13.

3. What is your Central Florida hiring outlook for 2011?

Number of Hires	Dec. 2010	Feb. 2010	Sept. 2009
NO Hires	8.6%	9.1%	41.5%
1-5 Hires	26.4%	27.3%	24.4%
6-10 Hires	11.4%	13%	10.4%
11-20 Hires	7.1%	10.4%	7.4%
21-50 Hires	14.3%	15.6%	11.9%
51-100 Hires	12.9%	7.8%	5.2%
101-200 Hires	5.0%	9.1%	3.7%
201 or More Hires	17.9%	13%	2.2%

4. What types of positions will you be hiring for in 2011?

Sampling of companies and jobs can be found on pages 11-13.

5. Compared to 2010 will your overall hiring strategy be better, the same or worse in 2011?

	December 2010	February 2010	December 2009
WORSE	5%	10%	27%
SAME	63%	51%	64%
BETTER	32%	39%	9%

6. What are your biggest hiring challenges?

One of the biggest misconceptions in a time of high unemployment is that companies that are hiring are finding and hiring great talent at a discounted price. This survey as well as previous surveys OrlandoJobs.com has completed indicates that, in Central Florida, this isn't the case. As a matter of fact, employers are frustrated by the mounds of unqualified applications they are forced to review for each and every position they have open.

Many of the open jobs in Central Florida require very specific skills and education that many job applicants just don't have. Many of the current job openings discovered by this survey, especially in healthcare and technology, are a number of positions that have been open for months. Complicating matters even more for employers right now is the fact that relocating potential hires from other cities is challenging. Qualified candidates are "locked" into staying in their current location because, for so many, the value of their home has depreciated so far that moving can't even be a consideration at this time. They can't sell, they can't move – not even for a great, new job.

The top five hiring challenges for employers:

1. Can't find skilled and qualified workers; even during high unemployment.
2. Unqualified applications: job seekers are applying to every job opening, whether they are qualified or not. This is creating tremendous workload for human resource departments.
3. Budget concerns for recruiting and adding internal human resource/recruiting staff.
4. Finding passive candidates who will move from a stable job during a slow economic time.
5. Concern justifying long-term unemployment gaps in job applicant resumes.

2011 Central Florida Outlook Findings-Over 10,000 Jobs Found in Central Florida

Central Florida has jobs. As a matter of fact, this survey alone found over 10,000 open jobs currently open and more than another 10,000 jobs are forecasted to be filled in 2011. The sampling comes from 166 companies across 17 sectors. Combined, the 166 surveyed companies represent 186,431 employees.

74% of companies have current job openings. Over 90% of the companies surveyed are going to hire at least one employee in 2011. So why are over 127,000 (Dec. 2010) Central Floridians still unemployed? This unemployment number doesn't even take into consideration those Central Floridians who are under-employed or the many who have completely given up in their job search and are no longer counted. If these individuals would jump back to the unemployment rolls, the unemployment rate would move up.

Why can't Central Florida Jobseekers Find These Open Jobs?

If there are 10,000 open jobs right now, where are they and why are job seekers are having a difficult time finding them? In interviewing employers, we came across three main issues that job seekers may not realize:

1. Central Florida is **in the middle of a hidden job market**. Many of the jobs that this survey uncovered are not posted on career sites like OrlandoJobs.com or CareerBuilder. The jobs are either posted internally, on corporate career sites or the company relies on customer foot traffic. If the job seeker is only using online job boards to apply to jobs, they are only scratching the surface. The hidden job market requires job seekers to network with former co-workers, peers, family and friends. Networking also can take place on sites like Facebook, Twitter and LinkedIn.
2. Jobs that are posted to job boards are getting **over one hundred applications per job**. Human resource departments are being overwhelmed by applications and are only selecting a few people for interviews. In addition, companies that utilize applicant tracking systems (ATS), many applications never are never seen by a human because even though they may be qualified for the job, their resume is not formatted properly for keywords. The competition is fierce. Qualified job seekers are getting frustrated by companies that do not respond to their application or provide any positive or negative feedback.
3. Many of the jobs uncovered in this survey **require very specialized experience and education**. Jobs in technology, healthcare, sales, accounting and engineering all require advanced degrees and experience. Successful job applicants must have the desired experience and education. Examples of these jobs types include physical therapists, embedded software engineer, Java Portal Developer, insurance brokerage account manager, financial analyst, CPA, IT director and licensed truck drivers.

4. On the flip side, many of the other jobs uncovered are **low paying positions** that do not require a lot of experience. With extended unemployment benefits, employers indicated many job seekers in this category told them they decided to collect unemployment instead of taking the job offered to them. Many job seekers indicated by the time they paid for child care, tolls and fuel costs, it made better financial sense just to collect unemployment and wait for a higher paying opportunity.

Will Central Florida's employment recover faster than other regions in the state?

Central Florida is poised to recover from a horrific unemployment much quicker than other cities in the state. In the last quarter of 2010, OrlandoJobs.com saw a significant increase in job postings. In addition, for the first time in almost three years, hiring managers in many sectors had some direction and sense of optimism that hiring at their companies was picking up. One thing for sure, Central Florida's hiring outlook is moving in the right direction.

Below, we give some examples of hiring trends currently taking place in Central Florida.

Hospitality Industry is Hiring

One of the biggest differences in this survey from a year ago is that the hospitality industry has seen a noticeable increase in hiring.

Central Florida is home to world class theme parks. In June 2010, the Wizarding World of Harry Potter opened at Universal and it has been a huge win for the area, and especially for hospitality jobs. Attendance at Universal Orlando soared 36% compared to the same period a year before. Over one million additional visitors! ([Orlando Sentinel](#)) Not only has this created a lot of jobs at Universal Florida, it has opened up jobs at all the other attractions, hotels and surrounding businesses. Also, the hotel industry has seen its occupancy improve. In December of 2010, hotel occupancy was 65.3%, up 11.9% from December of 2009 ([OBJ](#)).

In addition, 2010 saw the completion of the \$380 million Amway Center in downtown Orlando. This project created many jobs over the last three years during the height of the recession; especially for our local construction workers. The Amway Center has hired 1,000 part time workers and many full time professionals. Since the Amway Center opening, Church Street has seen a tremendous investment in new restaurants, night clubs and retail stores. Heat, Mojo Cajun Bar and Grill, Baby Grand's and 7-11 are just a few new businesses to open in the last five months. Numerous construction permits have been submitted for this area of the city. Each new business creates new jobs that even in small numbers, did not exist a year ago.

Lake Nona's Medical City

The Lake Nona area of Central Florida continues to grow and build jobs. [Lake Nona's Medical City](#) is moving along with world class organizations like Sanford-Burnham Medical Research Institute, the M.D. Anderson Cancer Center Orlando, UCF College of Medicine and the Burnett School of Biomedical Sciences. Under construction are the Orlando Veterans Affairs Medical Center, University of Florida College of Pharmacy and the Nemours Children's Hospital. Upcoming Florida Hospital will build a clinical Research Institute for diabetes discoveries.

The construction of the V.A. hospital alone will employ twelve hundred (1,200) workers. Once open, the facility will employ one thousand employees from all occupations including food service, maintenance, healthcare, marketing, web design, administrative and many others.

The massive amount of construction at Medical City is also providing much-needed jobs to this sector. The construction industry in Central Florida is one of the hardest hit in the last three years and [lost 25% of its jobs](#), the highest amount in the state.

Technology Jobs

Our survey found many technology-driven jobs: web developers, simulation specialists, programmers, coders, IT directors, database administrators, .net developers, PHP developers, enterprise architects and many more. Most of these jobs pay very well.

Even more interesting, we found these technology jobs across all sectors. Numerous jobs were found at hospitals, defense contractors, insurance agencies, retail stores and hotels, just to name a few. The problem is that most job seekers do not have the education or experience to successfully apply to these openings. Surveyed employers found the lack of qualified candidates to be frustrating, as well. Despite an unemployment rate of over 11%, many of these jobs are taking three to five months to fill.

This OrlandoJobs.com survey also discovered high-paying, local positions with national companies that have a presence in Central Florida. Companies like [SAIC](#), a Fortune 500 technology engineering corporation, will be expanding in 2011 and adding 65 jobs. [DISTI](#), a company that provides 2D and 3D graphic interfaces worldwide, will be adding 30 high paying jobs in Central Florida. [Saab Training USA](#), based in Orlando, is looking for quality assurance software engineers and system engineers. These same companies have opportunities for administration and other support services.

Sun Rail and High Speed Rail

The Federal Government has announced Florida will receive \$1.25 billion for high speed rail in the state. The Tampa-Orlando line alone is projected to create 23,000 construction jobs during the four year build-out. Locally, Sun Rail is expected to [create over 3,000 jobs](#) in the next three years in Orange County.

If these both go forward as currently planned, the next few years will be very exciting as these two major transportation projects are built in Central Florida. Jobs in every sector will be available. Once completed, new commuting options may open up more jobs in neighboring cities and towns.

Call Center Jobs

Central Florida has more than 100 call centers. While we didn't survey all of them, the 18 centers we did interview all had hiring needs for telephone customer service account managers for inbound and outbound customer service calls. *In fact, we found over one thousand openings.* Teleperformance USA is hiring 600 positions for Verizon Wireless. Sprint and AT&T all have customer service call centers in Orlando. Cellular customer service jobs will continue to grow and, according to many of the employers in this arena, they are now looking for candidates with the ability to understand the complex smart phones and who have the ability to communicate to their customers at a higher level. These hiring managers report a recruiting challenge to find enough qualified people to fill these jobs.

The time-share industry (Hiltons Grand Vacation Club, Disney, Marriott) all are looking for customer service representatives to help out vacation owners with issues and updates. Sears Holdings, Expedia, FISEVR, 21st Century Insurance & Financial Services and Convergys also all have call center customer service positions open.

Not all call centers are the same. They all deal with different industries and different responsibilities. In Central Florida, we can now report over 1,000 open jobs that pay good salaries with benefits.

Conclusion

While Central Florida is still at 11.3% unemployment, we have seen a very positive uptick in hiring over the last six months of 2010 in most sectors (except construction), and a much better hiring forecast for 2011. Employers themselves indicated they have more confidence that 2011 will be better than 2010.

The biggest concern the findings of this survey show is that it appears that we have a job market with three distinct types of jobs:

1. **Hidden Jobs** that never are public, and are being filled either internally or through a job posting exclusively to their career center on their own corporate websites.
2. **Lower paying jobs** make up a large portion of the open positions. Many of the service industry jobs are hourly positions.
3. **Skilled job openings** eliminate many job seekers without the education and experience credentials. Unfortunately, these are also the highest paying jobs that are currently open.

Where are the jobs that pay \$35,000-\$75,000? While this survey found jobs in this category, they were not as prevalent as the lower-paying hourly openings or the highly-skilled positions. Companies are still somewhat in a hiring holding pattern when it comes to expanding their workforce with middle management type jobs. Companies laid off many of these employees in 2009 and have been holding steady since, waiting for the economy to rebound.

This isn't the case in the Orlando area, but is seen nationwide with large companies. According to Bureau of Economic Analysis economist Greg Key, U.S. corporations are reluctant to expand and hire new employees and are sitting on \$1.6 trillion in cash reserves, which is an all-time record. ([reference](#))

OrlandoJobs.com, as a leader in the Central Florida employment sector, is encouraged by the many positive results we found in this edition of our bi-annual survey. For job seekers, the surveyed employers certainly understand the frustrations they may have with finding a new job. Internal human resource departments are overwhelmed with applicants and many job seekers never even have a chance to get chosen for an interview or even get feedback from companies. Employers recognize this as a major issue, and that it is, for some companies, very hard to solve.

Central Florida has a great future. Construction starts this year with Sun Rail, High Speed Rail and the Performing Art Center. Our medical and military simulation industry is world-class and growing. Lake Nona's Medical City is sizzling. Lego Land (hiring 1,000 employees this summer) is getting ready to open and Walt Disney World is rebuilding Fantasy Land to attract more park visitors. The Wizarding World of Harry Potter is bringing attention and visitors from all over the world and will be a fantastic catalyst for tourism in 2011.

Central Florida companies are poised to be hiring leaders for the state. It will not happen overnight, but will be a slow upward curve. For job seekers looking for employment, this can be frustrating. However, this is an opportunity for enterprising applicants to tweak a job search and focus on getting into a great company at a lower level now, so when hiring rebounds, you are in a position to advance yourself internally.

WHERE ARE THE CENTRAL FLORIDA JOBS NOW and for 2011?

74% of the companies surveyed have current job openings today. Over 90% of the companies surveyed plan on hiring at least one person in 2011. 35% of the companies surveyed will be hiring over 50 new employees in 2011. Here is a breakdown of some of the jobs currently available and a sampling of the companies hiring in Central Florida.

INDUSTRY	TYPES of OPEN JOBS	SAMPLING OF COMPANIES HIRING*
HOSPITALITY	Housekeepers, Food and Beverage, Security, Front Office, Cooks, Front Desk, Recruiter, Food Service Cashier, Custodial, Accountant, Finance Manager, Gift Shop, HVAC, Suite Attendants, Hostess, Restaurant Managers, Construction Superintendent, Attraction Attendants, Sous Chef, Guest Service Manager	Hilton Brand Properties, Disney, Universal, Darden (Longhorn), Loews Hotels, Orange County Convention Center, Caribe Orlando, Nickelodeon Suites Resort, Premier Resorts, Peabody Hotel Group
HEALTHCARE	RN, LPN, Social Worker, Pediatrician, Nurse Manager, Allied Health, Health Sales, Marketing, Accounting, Phlebotomy, Critical Care Nurses, Food Service, Guest Services, Housekeeping, Medical Assistants, Nurses (all).	Florida Hospital, HCA Healthcare, Total Medical Solutions, Florida Blood Centers, PCA Healthcare, Physicians Associate, Orlando Health
EDUCATION	Professors, Adjunct Professors, Security Guards, Admin. Assistants, Administrative Executive, IT Instructional, Curriculum Development, Designs, Admissions Representatives, Teachers, Web Development, IT, Customer Service	Full Sail, Florida Virtual School, Seminole State College, Kaplan, Orange County School District, Mountain State, Devry, Institute for Simulation and Training, University of Central Florida
BANKING/FINANCE	Bank Tellers, IT, Call Center, Sales, Customer Service, Mortgage Loan Closers, Network Specialist, Mortgage Underwriters, Financial Sales Reps., CPA, Audit Seniors, Sales, Appraiser	Northwest Mutual, SunTrust, CFE Federal Credit Union, Harland Financial, Mercantile Bank, Center State Bank of Mid Florida, Digital Risk

GOVERNMENT	Utilities Technician, Fire Fighter, EMT, Police Officer, IT, Accounting, Administration.	City of Maitland, City of Orlando, City of Longwood, Orange County Government, LYNX
LEGAL	Lawyer, Paralegal, Billing, Client Development, Collection Agents, Administration, Law Clerk, Runner, Web Developer, IT	Rumberger, Kirk & Caldwell Pa, Gray Harris and Robinson, Holland & Knight LLP
TECHNOLOGY	Software Developers, Project Managers, .net Developer, Business Analysts, Website Developer, SEO Specialist, Help desk, Database Administrator, Sales.	FISERV, Client Intellect, Universal, Rauland-Borg Corporation of Florida, CFE Credit Union, Expressway Authority, SAIC
NON-PROFITS	Caretakers, Fund Raisers, Accounting, Administration, Marketing Assistant, Director of Operations, Cashiers, IT, Food Service	Give Kids the World, United Way, Goodwill of Central Florida
OTHER (Call Center/Insurance/ Trades/Sales)	Timeshare Sales, Call Center, Customer Service Representatives, Truck Drivers, Industrial Painters, Tour Guide, Retail Sales, Kennel Technicians, verification specialists, collectors, sales assistants, Chef, claims adjusters, assemblers, Car Sales	Convergys, B.A.G.S, Expedia, Morton Electric, Courtesy Toyota, Manheim, GEICO, Waldorf Astoria Orlando, Hilton Orlando Bonnet Creek, H.I.S. Painting, Grand Cypress, Hammond Electric, Strategis Companies, Sun State Ford,

** Open and future jobs represented are a sampling of the 166 Central Florida companies surveyed.*

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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 91,000 users per month (10/10). To request a media kit, please contact our Marketing Department, Bradley Sparrow (Bradley@orlandojobs.com) at 407-645-4224.

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