

Employment

IN NEW YORK STATE

Andrew M. Cuomo, Governor
Peter M. Rivera, Commissioner

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At a Glance

In May 2012, New York's seasonally adjusted unemployment rate was 8.6%, up from April's 8.5%. The nation's unemployment rate was 8.2% in May 2012. New York State had 8,808,800 nonfarm jobs in May 2012, including 7,321,400 private sector jobs, after seasonal adjustment. The number of private sector jobs in the state increased by 0.1% between April and May 2012, while those in the nation also increased by 0.1%. From May 2011 to May 2012, the number of private sector jobs increased by 1.9% in the state and by 1.8% in the nation (not seasonally adjusted). New York's Index of Coincident Economic Indicators increased at an annual rate of 1.4% in May 2012.

Change in Nonfarm Jobs

May 2011 - May 2012

(Data not seasonally adjusted, net change in thousands)

	Net	%
Total Nonfarm Jobs	134.5	1.5
Private Sector	136.3	1.9
Goods-producing	-10.4	-1.3
Nat. res. & mining	-0.1	-1.9
Construction	-9.3	-3.0
Manufacturing	-1.0	-0.2
Durable gds.	2.6	1.0
Nondurable gds.	-3.6	-1.9
Service-providing	144.9	1.8
Trade, trans. & util.	21.7	1.5
Wholesale trade	2.6	0.8
Retail trade	24.9	2.8
Trans., wrhs. & util.	-5.8	-2.2
Information	-5.5	-2.1
Financial activities	17.9	2.6
Prof. & bus. svcs.	58.5	5.2
Educ. & health svcs.	33.8	1.9
Leisure & hospitality	21.7	2.8
Other services	-1.4	-0.4
Government	-1.8	-0.1

Seeds of Change Give Rise to New Job Titles...

New and Emerging Occupations for the 21st Century

"Capitalism ... is by nature a form or method of economic change and ... never can be stationary."

Joseph Schumpeter,
Capitalism, Socialism and Democracy (1942)

Although he was writing 70 years ago, noted economist and Harvard professor Joseph Schumpeter could just as easily be describing the underlying dynamics of today's U.S. economy. Our labor market is always churning: jobs are created and destroyed as firms open, close, expand, contract, and relocate.

Schumpeter advanced the idea that an economy doesn't grow, but evolves and continuously re-creates itself as people seek to improve their standard of living. The concept he is most strongly identified with,

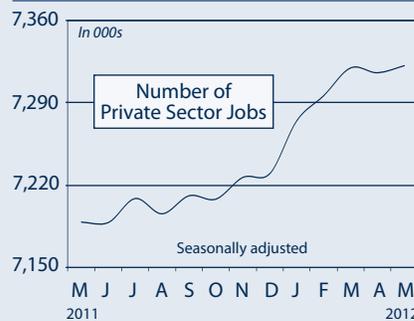
creative destruction, holds that the key to long-term economic growth is innovation. This process allows companies to offer consumers newer and better products. These new, innovative products not only give rise to new occupations, but may also eliminate old occupations – think elevator operator, file clerk, or milkman.

Creative destruction gives rise to new and emerging occupations when employers need workers to perform tasks that have never been done before. A combination of technological, demographic, and cultural forces have helped plant the seeds for these new job titles. Here, we take a look at some new occupations that have emerged in recent years.

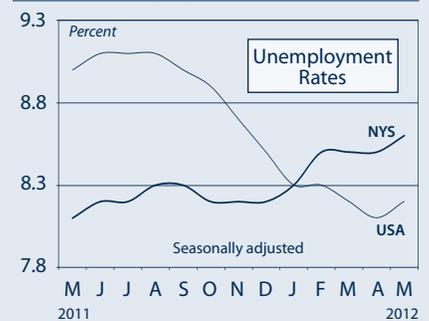
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IN MAY...

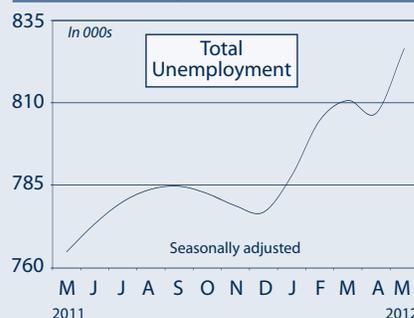
...NYS private sector jobs increased



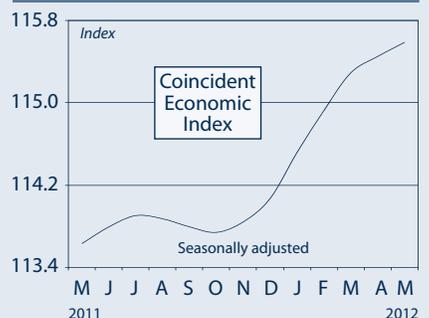
...NYS unemployment rate increased



...NYS unemployment increased



...NYS economic index increased



Focus on the North Country

After the Great Recession

by Alan Beideck, Labor Market Analyst, North Country

In our September 2011 issue, we reported that the North Country's economy was still feeling the effects of the Great Recession. The region's economy has improved since then. However, as private sector job losses have decreased, losses in the public sector have increased. As a result, the region's total job count is still below its pre-recession level.

From 2010 to 2011, the private sector job count in the North Country region (Clinton, Essex, Franklin, Hamilton, Jefferson, Lewis and St. Lawrence counties) slipped by 425 (-0.4%) to 105,166. While still a loss, this was much better than the decline of 3,760 private sector jobs (-3.4%) during the depths of the economic downturn in 2009. In 2011, the region's public sector lost 1,038 jobs (-2.3%). Altogether, the North Country's total job count fell by 1,463 (-1.0%) to 149,880 in 2011, with the public sector accounting for about 70% of the region's overall job loss.

Here, we look at which industries added or lost the most jobs from 2010 to 2011. All information is from the Quarterly Census of Employment and Wages (QCEW). We collect QCEW data from firms covered by the state's Unemployment Insurance program.

Job Gainers

Accommodations and food services (+476) added the most jobs in the region in 2011. This industry, which includes hotels, motels, bars, and restaurants, is a key segment of the region's tourism sector. Notable recent openings include a Texas Roadhouse and an Uno Chicago Grill, both in Plattsburgh (Clinton County). The local

industry is expected to continue expanding in 2012 with the opening of a 150-room hotel at the Akwesasne-Mohawk Casino.

The region's hospital industry recorded a significant job gain (+151) in 2011. The Potsdam-Canton Hospital in St. Lawrence County led the way with several new projects.

Within manufacturing, primary metals added 143 jobs. The big news here was Alcoa's recall of 95 workers and the hiring of 20-30 new workers at its plant in St. Lawrence County. Transportation equipment also increased, adding 55 jobs in 2011. This sector's increase was led by New York Airbrake (Jefferson County), which recalled workers previously furloughed or placed on reduced hourly schedules.

Other positive factory news included more workers at Corning's plant in Dekalb (St. Lawrence County). Their facility makes high-fused silica glass for high-tech products. The region's dairy processing industry also got a boost from growth at Great Lakes Cheese in Adams (Jefferson County), which produces cheese, whey protein, and sugar whey. They added 25 workers and now employ over 100.

The region's manufacturing base sector is expected to continue growing. Railcar maker Bombardier, located in Plattsburgh, recently signed a \$599 million deal to build 300 subway cars for the Metropolitan Transportation Authority in New York City. The company also won a contract with the Bay Area Rapid Transit system (BART), which will total \$1.5 billion if all contract options are exercised. These deals could keep Bombardier's Plattsburgh operation running through 2023.



"The region's economy has improved. However, as private sector job losses have decreased, losses in the public sector have increased."

Job Losers

The region's public sector lost more than 1,000 jobs in 2011. The largest losses (-449) were in local government, which includes local school districts. State government lost 404 jobs over this period. The region's federal job count, which is usually buttressed by Fort Drum in Jefferson County, suffered a loss of 185 jobs.

On the manufacturing front, chemical manufacturing lost 376 jobs. This occurred as drug company Pfizer continued to downsize its operations in Clinton County.

Lastly, construction, which typically suffers employment declines during recessions, was down 337 jobs. Losses were centered in the construction of buildings (-218) and specialty trades contractors (-130).

Summary

The North Country's job market has not fully recovered from the Great Recession. However, the area's rate of job loss slowed in 2011. The region's economy is poised for job growth in 2012, as job losses narrow and more industries add jobs. ■

New and Emerging Occupations... from page 1

Sustainability Manager: Many large companies have employees whose job is to reduce the firm's "carbon footprint" (the amount of carbon dioxide released into the atmosphere by a company through day-to-day activities over a given period). Key sustainable practices include powering plants with renewable energy, using renewable or recycled materials for products and packaging, and reducing waste sent to landfills. Today's Millennial generation -- the 50 million Americans born between 1981 and 1992 -- grew up in a culture that emphasized green initiatives and is very conscious of sustainability issues. Thus, as career opportunities in this area continue to

expand, the field is likely to be dominated by younger workers.

Renewable Energy Technician: Over the past few years, there has been an increased emphasis on creating "green jobs," especially in energy efficiency and renewable energy. Renewable energy technicians implement green systems to handle the energy needs of companies and individuals. Energy efficiency jobs involve retrofitting homes or making products that save energy. Renewable energy jobs include creating and maintaining technologies that generate energy from resources that are naturally replenished (wind and solar power, for example). In New York State, Clinton Commu-

nity College, Morrisville State College, Schenectady County Community College, and Sullivan County Community College have started associate degree programs in this field.

Elder Care Services Coordinator: Americans are living longer. As the nation's 78 million baby boomers (about 1 in every 4 Americans) continue to age, there will be an increased need for geriatric healthcare. Elder care services coordinators must understand gerontology (the study of aging) and end-of-life issues, possess strong communication skills, and keep current on healthcare regulations and emerging trends in elder care. This career typi-

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Unemployment Rates in New York State

Data Not Seasonally Adjusted

	MAY '11	MAY '12		MAY '11	MAY '12		MAY '11	MAY '12
New York State	7.8	8.6	Hudson Valley	6.9	7.6	Finger Lakes	7.3	8.0
Capital	7.0	7.7	Dutchess	7.3	8.2	Genesee	7.0	7.5
Albany	6.7	7.4	Orange	7.5	8.3	Livingston	7.2	8.3
Columbia	7.0	7.7	Putnam	6.5	6.8	Monroe	7.2	7.9
Greene	8.5	9.6	Rockland	6.1	7.0	Ontario	6.8	7.5
Rensselaer	7.1	7.9	Sullivan	8.7	9.7	Orleans	8.4	9.5
Saratoga	6.3	7.1	Ulster	7.8	8.8	Seneca	7.2	8.1
Schenectady	7.3	8.0	Westchester	6.5	7.2	Wayne	8.1	8.7
Warren	7.8	8.4	Mohawk Valley	8.1	8.9	Wyoming	7.5	8.4
Washington	7.1	7.5	Fulton	9.6	10.8	Yates	6.4	7.0
Central New York	7.7	8.5	Herkimer	8.3	8.8	Western New York	7.7	8.5
Cayuga	7.3	8.1	Montgomery	9.3	10.3	Allegany	8.4	8.7
Cortland	7.5	8.5	Oneida	7.7	8.5	Cattaraugus	8.4	8.9
Madison	7.6	8.3	Otsego	6.9	7.7	Chautauqua	7.6	8.4
Onondaga	7.4	8.2	Schoharie	8.1	8.8	Erie	7.5	8.4
Oswego	9.7	10.2	North Country	9.4	9.9	Niagara	7.8	8.8
Southern Tier	7.5	8.3	Clinton	9.7	9.8	Long Island	6.7	7.4
Broome	8.0	8.7	Essex	9.1	10.1	Nassau	6.4	7.2
Chemung	7.5	8.9	Franklin	8.8	9.7	Suffolk	6.9	7.6
Chenango	7.8	8.3	Hamilton	8.6	9.2	New York City	8.6	9.6
Delaware	7.9	9.0	Jefferson	9.1	9.6	Bronx	11.5	12.8
Schuyler	7.3	8.1	Lewis	9.1	9.9	Kings	9.2	10.3
Steuben	8.9	9.8	St. Lawrence	10.0	10.4	New York	7.1	8.2
Tioga	7.1	7.7				Queens	7.8	8.8
Tompkins	5.4	6.4				Richmond	7.8	8.7

New and Emerging Occupations... from page 2

cally requires at least a bachelor's degree. A desire to work with the elderly on a day-to-day basis is also essential.

Social Media Manager: As companies increasingly use the Internet to promote and sell their products, many have turned to social media. Social media web sites (Facebook and LinkedIn, for example) don't just give you information, but also interact with you. Social media managers use their strong communication skills to connect with the billions of people in the expanding global market. They focus on building their company's brand and identity by generating publicity and communicating with consumers through social media sites.

New and Emerging Occupations

Sustainability Manager
Renewable Energy Technician
Elder Care Services Coordinator
Social Media Manager
Data Miner
App Developer
Sabermetrician

Data Miner: Many retailers collect consumer information at the point of sale or through rewards cards. Data miners use statistical techniques to look for patterns in huge datasets. The *New York Times* recently profiled one of the largest data mining firms in the U.S. According to the article, the firm likely "knows things like your age, race, sex,

weight, height, marital status, education level, politics, buying habits, household health worries, vacation dreams, and ... [has] about 1,500 data points per person."

Companies use this data to develop profiles of their customers in order to provide them with content and services tailored to their preferences and behavior. For example, another *New York Times* article cited one U.S. retailer that was able to identify about 25 products that, when analyzed together, allowed the firm to assign each shopper a "pregnancy prediction" score. The retailer used that information to send coupons for baby items to consumers with high scores.

App Developer: The global market for smartphones and tablet computers is huge, and growing larger. App developers design a variety of software applications that run on mobile devices. Forrester Research predicts that total sales of mobile device apps could reach \$38 billion by 2015. Among the most popular app categories are games (Angry Birds and Temple Runner, for example), weather, and maps. What is remarkable is that this market has only existed since 2007, with the release of the first iPhone.

Sabermetrician: If you like statistics and sports, this may be the job for you. Sabermetrics is the statistical analysis of baseball records. The term, derived from the Society for American Baseball Research (SABR), was coined by Bill James in 1980.

The field has grown in recent years with the 2003 publication of Michael Lewis's *Moneyball* and the 2011 movie of the same name, starring Brad Pitt. Most jobs in this evolving field are with pro baseball teams and sports information bureaus. Tufts University and Williams College even offer courses in it.

Summary

As the economy evolves, new occupations pop up every year. A good place to learn more is the New York State Department of Labor's CareerZone web page: see www.careerzone.ny.gov. Another good resource is the *Occupational Outlook Handbook*, which is published by the U.S. Bureau of Labor Statistics. It is available online at www.bls.gov/ooh/.

by Zach Nelson and Dan Crosley

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CAPITAL

James Ross — 518-462-7600

From May 2011 to May 2012, the private sector job count in the Capital Region rose 7,500, or 1.9 percent, to 412,600. Gains were led by professional and business services (+2,400), natural resources, mining and construction (+1,800), manufacturing (+1,700), leisure and hospitality (+900) and trade, transportation and utilities (+700). Losses were greatest in information (-300).

CENTRAL NY

Karen Knapik-Scalzo — 315-479-3391

For the 12-month period ending May 2012, the private sector job count in the Syracuse metro area rose 1,900, or 0.7 percent, to 257,800. Growth was concentrated in trade, transportation and utilities (+2,400), professional and business services (+1,100), and leisure and hospitality (+500). Losses were greatest in manufacturing (-900), natural resources, mining and construction (-700) and educational and health services (-500).

FINGER LAKES

Tammy Marino — 585-258-8870

Private sector jobs in the Rochester metro area rose over the year by 9,900, or 2.3 percent, to 439,800 in May 2012. Job gains were largest in trade, transportation and utilities (+4,900), professional and business services (+4,000), leisure and hospitality (+1,500) and financial activities (+1,100). Losses were centered in educational and health services (-1,000).

HUDSON VALLEY

John Nelson — 914-997-8798

Private sector jobs in the Hudson Valley rose by 10,100, or 1.4 percent, to 745,700 for the 12-month period ending May 2012. Gains were largest in educational and health services (+5,000), trade, transportation and utilities (+3,900), professional and business services (+2,500), and leisure and hospitality (+2,100). Losses were centered in natural resources, mining and construction (-2,900) and manufacturing (-1,500).

LONG ISLAND

Shital Patel — 516-934-8533

Private sector jobs on Long Island increased over the year by 8,100, or 0.8 percent, to 1,050,400 in May 2012. Gains were largest in professional and business services (+6,000), educational and health services (+4,000), financial services (+3,100) and trade, transportation and utilities (+1,900). Losses were greatest in natural resources, mining, and construction (-4,700) and leisure and hospitality (-1,000).

MOHAWK VALLEY

Mark Barbano — 315-793-2282

For the 12-month period ending May 2012, private sector jobs in the Mohawk Valley rose by 4,200, or 2.9 percent, to 150,800. Gains were centered in educational and health services (+1,700), leisure and hospitality (+1,100), and professional and business services (+800). Losses were greatest in manufacturing (-200) and natural resources, mining and construction (-200).

NEW YORK CITY

James Brown — 212-775-3330

Private sector employment in New York City rose by 78,900, or 2.4 percent, to 3,326,600 for the 12-month period ending May 2012. Growth was greatest in professional and business services (+40,300), leisure and hospitality (+18,400), trade, transportation and utilities (+10,700), and financial activities (+8,500). Job losses were centered in construction (-5,100).

SOUTHERN TIER

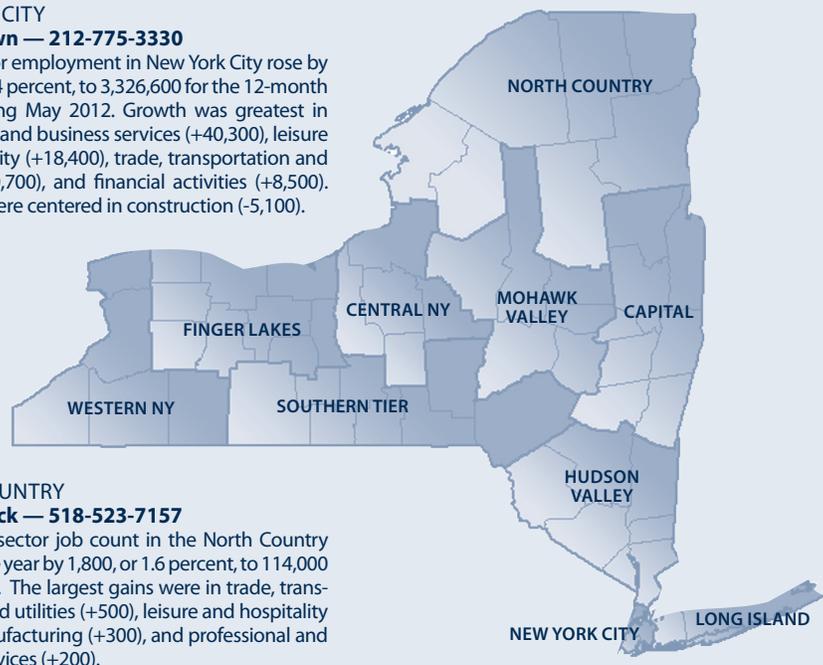
Christian Harris — 607-741-4485

Private sector employment in the Southern Tier declined over the year by 1,400, or 0.6 percent, to 230,800 in May 2012. Employment gains were largest in professional and business services (+900) and trade, transportation and utilities (+800). Job losses were greatest in educational and health services (-2,800).

WESTERN NY

John Slenker — 716-851-2742

Private sector jobs in the Buffalo-Niagara Falls metro area increased by 2,100, or 0.5 percent, to 452,200 over the 12 months ending May 2012. Gains were centered in natural resources, mining and construction (+2,800), manufacturing (+2,600), and educational and health services (+1,200). Losses were greatest in professional and business services (-3,800).



NORTH COUNTRY

Alan Beideck — 518-523-7157

The private sector job count in the North Country rose over the year by 1,800, or 1.6 percent, to 114,000 in May 2012. The largest gains were in trade, transportation and utilities (+500), leisure and hospitality (+300), manufacturing (+300), and professional and business services (+200).