



LaborMarket *trends*

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University in Montreal and longtime critic of graduate management education. Management, Mintzberg contends, is best learned in a real-world setting. MBA degrees give graduates “a false sense of their capabilities, which can cause tremendous harm to an organization,” says Mintzberg.

Steve Kerr, senior advisor and CLO at Goldman Sachs, counters that blaming today's financial and economic crisis on business schools is absurd. MBA-holders should be credited for the booming economy of past years, he says. Kerr adds that universities are incorporating ethics training into their curricula, but acknowledges that corporate-based management training programs, such as those at General Electric and Goldman Sachs, can have a more direct affect on real-world business events than school-based instruction.

Labor Market Trends (LMT) sat down with Dean Richard Durand of the Kogod School of Business at the American University in Washington, DC. Professor Durand's discussion was less of a critique of MBA programs and more a call to the nation and, particularly future MBAs, to determine where we go from here to improve conditions and avoid future financial disasters and bailouts. The following is an excerpt of the interview:

LMT: *Are business schools preparing students to solve the economic realities we face as a nation?*

Dean Durand: Some schools are and some schools are not. Schools with a silo based curriculum focused on in-depth experience within a single discipline are not preparing students effectively. Business students need to be educated as consumers so that they can navigate an increasingly complex economy and this education needs to include issues related to personal finance, investments, and real estate. We are moving aggressively in this arena at the Kogod School of Business for our students, and I personally believe this should be a requirement for all college students.

LMT: *How are students faring the economic downturn and the dim prospects of securing employment?*

Dean Durand: The economic downturn has most certainly impacted the prospects of securing employment for students, but not equally for all students. Many students are getting excellent jobs for which they were trained. They recognize, however, that a back or side door approach may be necessary rather than the more traditional company initiated recruiting. Networking with hiring managers and getting friends, fellow alumni, faculty and other contacts to refer students to the right person in a firm is critical. Also, we have seen that students, who take advantage of co-curricular programs in interviewing, communication, networking and other “soft” skills, in addition to along with participating in internships, are having successful job searches. The message is simple. Students must take a proactive approach early in their academic programs rather than a reactive one that is initiated towards the end of the program. The Kogod School

The Art of Business School

...Are MBA Programs up to the Challenge – A Conversation with Richard Durand, Dean of Kogod School of Business, American University.

The debate continues. It's on blogs, in offices, during happy hours among colleagues and casual get-togethers with friends. The discussion centers on the extent of business schools' culpability in the current financial crisis and one of the biggest bailouts in our nation's history. The recent foundering of Big Business has revived old questions of accountability and relevancy: do MBA programs produce effective leaders? And can these programs be trusted to deliver a new class of corporate executive, capable of – and committed to – leading the country out of the economic muck?

Earlier this year, the *Harvard Business Review* blogged the issue. In the discussions, academia and business leaders took aim at and defended business schools and the role they played in the country's financial slide. Jay O. Light, Dean of the Harvard Business School, contends that business schools must shoulder some of the blame. Light says there were “imbalances both on campuses and in the economy during an extended period of growth, where people became less focused on systemic risks and more focused on the upside and on making money.” The lesson learned is that Harvard Business School must change the way risk management is taught, Light adds. He says the school will now prepare graduates to operate with an awareness of the “increasingly connected interface of business and government on a global basis.”

Former dean of Yale School of Management Joel Podolny says business schools provide students with many technical skills, but fall short on fostering responsibility and accountability. Podolny states that many business schools teach leadership as “a soft, big picture-oriented course,” distinct from “hard” quantitative coursework in such subjects as statistics or strategic business planning.

There are others who argue for eradicating MBA programs, like Henry Mintzberg, a professor of management at McGill

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Unemployment Rates Seasonally Adjusted

	July 09p	June 09	July 08
MICHIGAN	15.0	15.2	8.3
RHODE ISLAND	12.7	12.4	7.9
NEVADA	12.5	11.9	6.7
OREGON	11.9	12.0	6.3
CALIFORNIA	11.9	11.6	7.3
SOUTH CAROLINA	11.8	12.1	6.9
OHIO	11.2	11.1	6.7
NORTH CAROLINA	11.0	11.0	6.3
KENTUCKY	11.0	10.9	6.5
TENNESSEE	10.7	10.8	6.6
FLORIDA	10.7	10.7	6.3
DISTRICT OF COLUMBIA	10.6	10.9	7.0
INDIANA	10.6	10.7	6.0
ILLINOIS	10.4	10.3	6.7
GEORGIA	10.3	10.1	6.2
ALABAMA	10.2	10.1	5.1
MISSISSIPPI	9.7	9.1	7.3
MISSOURI	9.3	9.3	6.1
NEW JERSEY	9.3	9.2	5.5
ARIZONA	9.2	8.7	5.7
WASHINGTON	9.1	9.2	5.3
WEST VIRGINIA	9.0	9.1	4.2
WISCONSIN	9.0	9.0	4.6
MASSACHUSETTS	8.8	8.6	5.2
IDAHO	8.8	8.4	5.0
NEW YORK	8.6	8.7	5.4
PENNSYLVANIA	8.5	8.4	5.4
MAINE	8.4	8.6	5.4
ALASKA	8.3	8.3	6.7
DELAWARE	8.2	8.4	4.8
MINNESOTA	8.1	8.4	5.4
TEXAS	7.9	7.5	4.9
CONNECTICUT	7.8	8.0	5.8
COLORADO	7.8	7.6	4.9
ARKANSAS	7.4	7.2	5.0
KANSAS	7.4	7.0	4.3
LOUISIANA	7.4	6.8	4.4
MARYLAND	7.3	7.2	4.4
HAWAII	7.0	7.3	4.0
NEW MEXICO	7.0	6.8	4.2
VIRGINIA	6.9	7.1	4.0
VERMONT	6.8	7.3	4.6
NEW HAMPSHIRE	6.8	6.8	3.8
MONTANA	6.7	6.4	4.5
OKLAHOMA	6.5	6.4	3.9
IOWA	6.5	6.2	4.1
WYOMING	6.5	5.9	3.3
UTAH	6.0	5.7	3.4
NEBRASKA	4.9	5.0	3.3
SOUTH DAKOTA	4.9	5.0	3.0
NORTH DAKOTA	4.2	4.2	3.3

National Unemployment Rates

The July 2009 national unemployment rate of 9.7 percent (not seasonally adjusted) was unchanged from the rate in June 2009 and 3.7 percent higher than the rate in July 2008.

The seasonally adjusted national unemployment rate in July 2009 was 9.4 percent; down 0.1 percent from the June 2009 rate and 3.6 percent higher than the July 2008, seasonally adjusted, national unemployment rate.

State Unemployment (Seasonally Adjusted)

In July, the District of Columbia had the ninth highest unemployment rate at 10.6 percent. Michigan recorded the highest jobless rate at 15.0 percent followed by Rhode Island, at 12.7 percent; Nevada, at 12.5 percent; California and Oregon, at 11.9 percent; South Carolina, at 11.8 percent; Ohio, at 11.2 percent; and North Carolina and Kentucky; at 11.0 percent. North Dakota at 4.2 percent, posted the lowest unemployment rate, followed by Nebraska and South Dakota at 4.9 percent and Utah at 6.0 percent.

Twenty-six states reported over-the-month unemployment increases, seventeen states and the District of Columbia registered decreases, and seven states had no rate change. Eight states recorded statistically significant over-the-month unemployment rate increases in July. Wyoming, Nevada, Mississippi, and Louisiana recorded the largest rate increases (+0.6 percentage points).

Compared to a year earlier, Michigan reported the largest jobless rate increases from a year earlier (+6.7 percentage points). Three states had rates more than 5.0 percentage points higher than a year earlier: Nevada (+5.8 points), Oregon (+5.6 points), and Alabama (5.1 points). All states and The District of Columbia had significant rate increases in their jobless rates from July 2008.

District of Columbia's Unemployment Rate

District of Columbia's seasonally adjusted July 2009 unemployment rate was 10.6 percent, down 0.3 percent from the June 2009 rate. The July 2009 rate was 3.6 percent higher than the rate in July 2008.

The seasonally adjusted national unemployment rate in July 2009 was 9.4 percent; down 0.1 percent from the June 2009 rate and 3.6 percent higher than the July 2008, seasonally adjusted, national unemployment rate.

Unemployment Rates *(Not Seasonally Adjusted)*

	July 09 p	June 09 r	July 08 a
U.S.A.	9.7	9.7	6.0
WASHINGTON, DC MSA	6.2	6.5	4.0
WASHINGTON, DC MD	6.3	6.7	4.1
D.C.	10.4	11.3	7.4
D.C. WARD 1	8.9	9.7	6.3
2	5.1	5.6	3.6
3	2.8	3.0	1.9
4	8.5	9.2	6.0
5	13.8	14.9	9.9
6	10.2	11.1	7.2
7	17.5	18.9	12.7
8	25.6	27.4	19.1

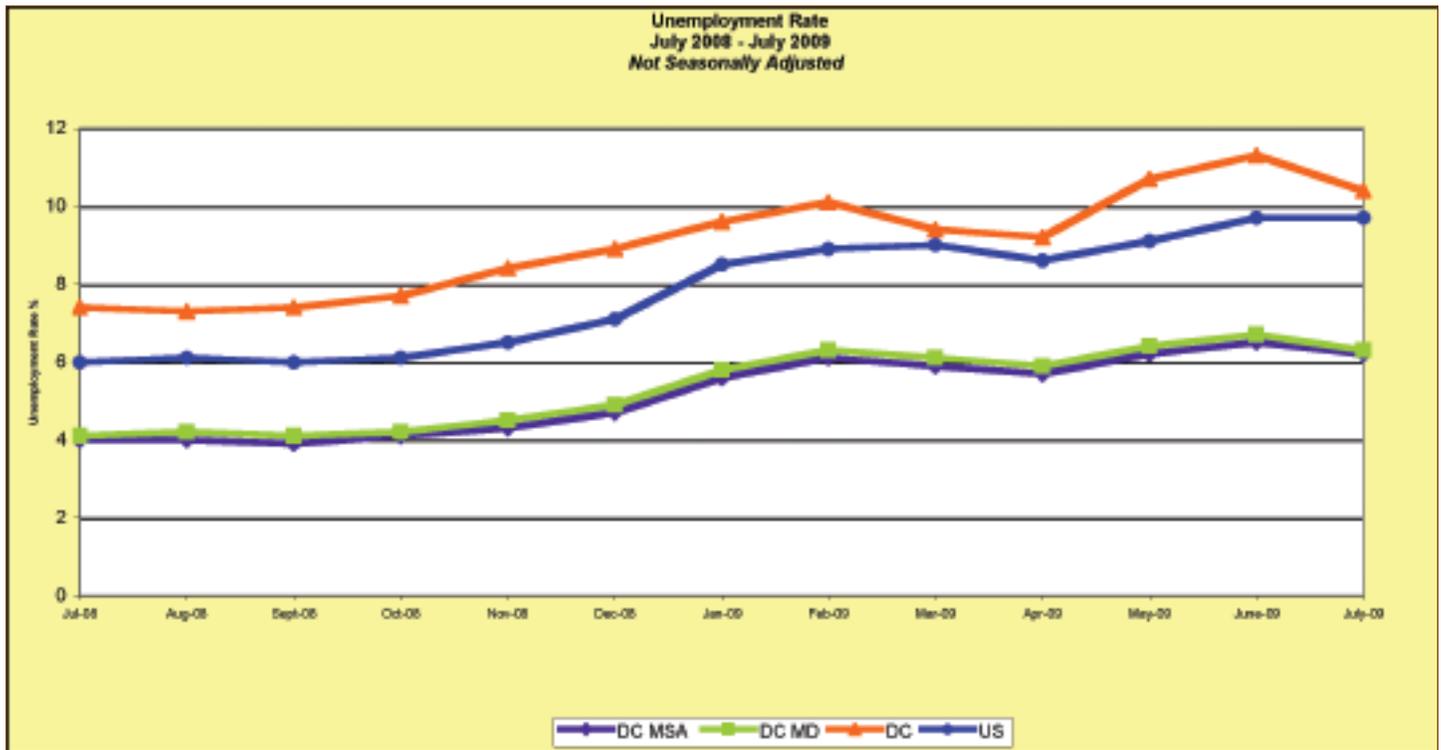
Unemployment Rates *(Seasonally Adjusted)*

U.S.A.	9.4	9.5	5.8
D.C.	10.6	10.9	7.0

p: Preliminary r: Revised a: Reflecting 2008 benchmark revisions

Note: Estimates for the latest year are subject to revision early the following calendar year. Ward labor force statistics based on Census 2000 household data.





District of Columbia’s Civilian Labor Force, Employment and Unemployment

Over the month, the District’s civilian labor force increased by 5,000 to 337,500. A total of 302,500 residents were employed and 35,000 were unemployed in July 2009. The number of employed residents increased by 7,400 along with a 2,500 decrease in the number of unemployed residents resulted in a 0.9 percent drop in the not seasonally adjusted unemployment rate.

From July 2008 to July 2009, the District’s civilian labor force decreased by 5,300 as the number of employed residents decreased by 15,100 and the number of unemployed residents increased by 9,800. The District’s July 2009 unemployment rate was 3.0 percent higher than the rate in July 2008.

Unemployment Insurance Benefit Statistics

In July 2009, initial claims filed for Unemployment Insurance (UI) in the District of Columbia fell 11.4 percent from the June 2009 level of 2,687 to 2,381. Over the year, UI initial claims were up 19.5 percent from the 1,993 level in July 2008. The July 2009 initial claims for all programs was down from June 2009 by 322 to 2,425 and higher by 392 or 19.3 percent from the July 2008 level of 2,033.

For the all programs total, Benefits paid decreased 7.7 percent to \$20,169,228, weeks compensated were down 6.8 percent to 67,605, first payments were up 6.0 percent to 3,721, final

payments were up 2.4 percent to 1,736, and the average weekly benefit amount (A.W.B.A.) fell 0.9 percent to \$298.34. Weeks claimed was down 6 to 32,824.

Over the year, benefit statistics were higher in July 2009 compared to July 2008. Benefits paid increased by 73.6 percent, weeks compensated rose 68.3 percent, first payments were up 62.8 percent, final payments were up 104.5 percent, while the average weekly benefit amount rose 3.2 percent from the \$289.18 July 2008 amount. Weeks claimed were up 50.2 percent.

Washington Metropolitan Division Civilian Labor Force Employment and Unemployment Rate

The civilian labor force in the Washington Metropolitan Division increased by 30,200 in July 2009 as employment increased by 37,200 and the number unemployed decreased by 7,000. The unemployment rate in the Washington Metropolitan Division, at 6.3 percent in July, was down 0.4 percent from the rate in June 2009.

Over the last twelve months, the number of employed residents in the Washington Metropolitan Division fell by 66,600. With 53,900 more unemployed division residents, the division civilian labor force fell by 12,700. The metropolitan division’s July 2009 unemployment rate was up 2.2 percent from the rate in July 2008.

Employment Status for the Civilian Population District of Columbia, Washington Metropolitan Division and Statistical Area — July 2009/a

	July /b 2009	June /c 2009	July /d 2008	Net Change From June /c 2009	July /d 2008
SEASONALLY ADJUSTED					
Washington, D.C.					
Civilian Labor Force	329,600	328,300	333,000	1,300	-3,400
Total Employed	294,600	292,600	309,700	2,000	-15,100
Total Unemployed	35,000	35,700	23,300	-700	11,700
Unemployment Rate	10.6	10.9	7.0	-0.3	3.6
SEASONALLY UNADJUSTED					
Washington, D.C.					
Civilian Labor Force	337,500	332,500	342,800	5,000	-5,300
Total Employed	302,500	295,100	317,600	7,400	-15,100
Total Unemployed	35,000	37,500	25,200	-2,500	9,800
Unemployment Rate	10.4	11.3	7.4	-0.9	3.0
Washington, D.C. Metropolitan Division					
Civilian Labor Force	2,429,200	2,399,000	2,441,900	30,200	-12,700
Total Employed	2,275,400	2,238,200	2,342,000	37,200	-66,600
Total Unemployed	153,800	160,800	99,900	-7,000	53,900
Unemployment Rate	6.3	6.7	4.1	-0.4	2.2
Suburban Ring					
Civilian Labor Force	2,741,200	2,706,700	2,752,200	34,500	-11,000
Total Employed	2,585,400	2,545,800	2,654,300	39,600	-68,900
Total Unemployed	155,800	160,800	97,900	-5,000	57,900
Unemployment Rate	5.7	5.9	3.6	-0.2	2.1
Washington, D.C. MSA					
Civilian Labor Force	3,078,700	3,039,200	3,095,000	39,500	-16,300
Total Employed	2,887,900	2,840,900	2,971,900	47,000	-84,000
Total Unemployed	190,800	198,300	123,100	-7,500	67,700
Unemployment Rate	6.2	6.5	4.0	-0.3	2.2

a/ Data may not add to the totals due to independent rounding. b/ Preliminary. c/ Revised. d/ Data reflect 2008 benchmark revisions.

Estimated Labor Force and Employment for the Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan Division includes The District of Columbia, Virginia Cities of Alexandria, Fairfax, Falls Church, Fredericksburg, Manassas, and Manassas Park; the Virginia Counties of Arlington, Clarke, Fairfax, Loudon, Prince William, Spotsylvania, Stafford, and Warren; the Maryland Counties of Calvert, Charles, and Prince Georges; and the West Virginia County of Jefferson.

Estimated Labor Force and Employment for the Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan Statistical Area includes the Washington-Arlington-Alexandria Metropolitan Division and the Bethesda-Frederick-Gaithersburg Metropolitan Division which includes the Counties of Frederick and Montgomery in Maryland.

SOURCE: Prepared by the D.C. Department of Employment Services, Office of Labor Market Research and Information in cooperation with the Virginia Employment Commission, the Maryland Department of Labor, Licensing and Regulation, the West Virginia Bureau of Employment Programs, and the U.S. Department of Labor, Bureau of Labor Statistics

Washington Metropolitan Area Civilian Labor Force Employment and Unemployment Rate

The civilian labor force in the suburban ring of communities surrounding the District of Columbia increased by 34,500 in July 2009 as employment rose by 39,600 and the number of unemployed residents decreased by 5,000. The unemployment rate in the suburban ring, at 5.7 percent in July, was down 0.2 percent from the rate in June 2009.

Over the year, there was a decrease of 68,900 employed residents in the suburban ring. With 57,900 more unemployed suburban residents, the suburban civilian labor force fell by 11,000. The suburban ring's July unemployment rate was up 2.1 percent from July 2008.

For the Washington Metropolitan Statistical Area, the number of persons in the civilian labor force increased by 39,500 in July 2009. The number of employed residents increased by 47,000 and the number of unemployed residents decreased by 7,500. The metropolitan area's unemployment rate for July 2009 is 6.2 percent, down 0.3 percent from the rate in June 2009.

Compared to July 2008, the metropolitan area's civilian labor force fell by 16,300. Employment decreased by 84,000 and unemployed rose by 67,700. The Washington Metropolitan area's July 2009 unemployment rate was up 2.2 percent from the July 2008 rate of 4.0 percent.

**Selected Unemployment Insurance Benefit Statistics (Regular Programs)
District of Columbia | July 2009**

	July 2009	June 2009	July 2008	% Change From	
				June 2009	July 2008
State UI Program a/					
Initial Claims	2,381	2,687	1,993	-11.4	19.5
Weeks Claimed	31,465	31,295	21,407	0.5	47.0
Weeks Compensated	63,511	67,911	38,983	-6.5	62.9
Benefits Paid	\$18,782,854	\$20,260,157	\$11,235,773	-7.3	67.2
A.W.B.A.	\$295.74	\$298.33	\$288.22	-0.9	2.6
First Payments	3,608	3,384	2,228	6.6	61.9
Final Payments	1,613	1,659	821	-2.8	96.5
Beneficiaries	n/a	n/a	n/a	n/a	n/a
Federal Program b/					
Initial Claims	37	55	35	-32.7	5.7
Weeks Claimed	1,278	1,483	336	-13.8	280.4
Weeks Compensated	4,004	4,600	1,066	-13.0	275.6
Benefits Paid	\$1,354,870	\$1,572,669	\$334,872	-13.8	304.6
A.W.B.A.	\$338.38	\$341.88	\$314.14	-1.0	7.7
First Payments	106	121	53	-12.4	100.0
Final Payments	123	36	25	241.7	392.0
Beneficiaries	n/a	n/a	n/a	n/a	n/a
Ex-Servicemen Program c/					
Initial Claims	7	5	5	40.0	40.0
Weeks Claimed	81	53	106	52.8	-23.6
Weeks Compensated	90	58	120	55.2	-25.0
Benefits Paid	\$31,504	\$19,442	\$45,584	62.0	-30.9
A.W.B.A.	\$350.04	\$335.21	\$379.87	4.4	-7.9
First Payments	7	5	5	40.0	40.0
Final Payments	0	1	3	-100.0	-100.0
Beneficiaries	n/a	n/a	n/a	n/a	n/a
Total - All Programs					
Initial Claims	2,425	2,747	2,033	-11.7	19.3
Weeks Claimed	32,824	32,831	21,849	0.0	50.2
Weeks Compensated	67,605	72,569	40,169	-6.8	68.3
Benefits Paid	\$20,169,228	\$21,852,268	\$11,616,229	-7.7	73.6
A.W.B.A.	\$298.34	\$301.12	\$289.18	-0.9	3.2
First Payments	3,721	3,510	2,286	6.0	62.8
Final Payments	1,736	1,696	849	2.4	104.5
Beneficiaries	n/a	n/a	n/a	n/a	n/a

a/ Includes joint claims with Unemployment Compensation for Federal Employees (UCFE) and/or Unemployment Compensation for Ex-Servicemen (UCX).

b/ Includes joint claims with Unemployment Compensation of Ex-Servicemen (UCX).

c/ No joint claims.

District of Columbia Job Growth

The number of District wage and salary jobs increased by 20,700 in July 2009. The private sector decreased by 900 jobs, while the public sector increased by 21,600 jobs. Within the private sector, job gains were experienced in professional and business services (+1,400 jobs) and mining, logging and construction (+100 jobs). Job losses were in education and health services

(-900 jobs), other services (-800 jobs), financial activities (-500 jobs), and leisure and hospitality and information lost (-100 jobs each). Meanwhile, manufacturing and trade, transportation and utilities were unchanged.

In the last twelve months, the District gained a total of 4,800 jobs. The private sector lost 7,500 jobs and the public sector gained 12,300 jobs. The private sector growth over the year occurred in education and health services (+1,200 jobs) and leisure and hospitality (+1,100 jobs). Job losses occurred in professional and business services (-2,500 jobs), other services and trade, transportation and utilities (-1,800 jobs each), financial activities (-1,500 jobs), information (-1,300 jobs), mining, logging and construction (-600), and manufacturing (-300). In the public sector, the federal government gained 5,300 jobs and the District Government added 7,000 jobs, while public transportation was unchanged. Overall, the private sector lost 7,500 jobs and the public sector gained 12,300 jobs from July 2008 to July 2009.

Washington Metropolitan Division Job Growth

Total wage and salary employment in the Washington Metropolitan Division increased over the month by 6,800. The private sector decreased by 3,100 jobs while the public sector increased by 9,900 jobs. Within the private sector, professional and business services gained 2,300 jobs and mining, logging and construction gained 800 jobs. Losses were registered in educational and health services (-1,800 jobs), trade, transportation and utilities (-1,600 jobs), information (-1,100 jobs), financial activities (-1,000 jobs), leisure and hospitality (-600 jobs), and manufacturing (-100 jobs). Meanwhile, other services were unchanged. In the public sector, the state government added 18,900 jobs and the federal government gained 4,400 jobs; while the local government lost 13,400 jobs.

During the last twelve months, the Washington Metropolitan Division decreased by 28,000 jobs. The private sector lost 43,300 jobs while the public sector gained 15,300 jobs. In the private sector, only educational and health services gained jobs (+6,300 jobs). All other sectors experienced over the year job losses: mining, logging and construction (-14,100 jobs), trade, transportation and utilities (-9,800 jobs), information (-6,800 jobs), financial activities (-5,800 jobs), leisure and hospitality (-

4,400 jobs), other services (-3,800 jobs), manufacturing (-2,500 jobs), and professional and business services (-2,400 jobs). In the public sector, federal government gained 9,400 jobs; the state government added 8,100 jobs; while the local government lost 2,200 jobs.

Washington Metropolitan Statistical Area Job Growth

Total wage and salary employment in the Washington Metropolitan Statistical Area increased over the month in July 2009 by 5,500. The private sector decreased by 900 jobs and the public sector increased by 6,400 jobs. Within the private sector, gains were recorded in professional and business services (up by 2,900 jobs), mining, logging and construction (up by 1,100 jobs) leisure and hospitality (up by 600 jobs) and other services (up by 500 jobs). Losses were registered in educational and health services (down by 1,400 jobs), information (down by 1,200 jobs), trade, transportation, and utilities (down by 2,300 jobs), manufacturing (down by 100 jobs), and financial activities (down by 1,000 jobs). In the public sector, the federal government gained 5,100 jobs.

During the past twelve months, the Washington Metropolitan Statistical Area lost 31,700 jobs. The private sector lost 47,400 jobs and the public sector gained 15,700 jobs. Private sector gains were registered in professional and business services (up by 4,000 jobs), and educational and health services (up by 4,800 jobs). Losses occurred in mining, logging and construction (down by 16,000 jobs), financial activities (down by 7,700 jobs), information (down by 6,800 jobs), manufacturing (down by 3,000 jobs), other services (down by 3,400 jobs), leisure and hospitality (down by 4,100 jobs), and trade, transportation, and utilities (down by 15,200 jobs). In government, the federal government gained 11,400 jobs over the year.





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of Business, like other major business schools, invests substantially in its career center so that undergraduate and graduate students are placed.

LMT: *What can business schools and/or business students do to impact changes in our economy?*

Dean Durand: Business education today must provide breadth, as well as depth of knowledge across disciplines. I am fond of saying, that the conjunction “and” should dictate how programs of study are developed in today’s increasingly complex economic and social environment. Combining business “and” public policy produces students well equipped to move into the government sector. Having an interdisciplinary education enables one to assume multiple perspectives in making decisions that will impact the economy. This is something we focus on at Kogod as we develop new and refine existing curriculum. We should recognize that many business faculty are doing research on key topics impacting our economy today. Finance faculty, for example, are engaged in research with the Commodity Futures Trading Commission (CFTC) and Security Exchange Commission (SEC) on important issues just as our faculty in Marketing are working with the Federal Trade Commission (FTC) and Food Drug Administration (FDA). The regulatory relationship between business and government is evolving and there is an opportunity for business faculty to examine, evaluate and advance our understanding of how markets and industries are changing. Focusing research agendas on issues not heretofore seen in business is an important trend for research oriented institutions such as American University.

LMT: *Is it a good time for MBA graduates? Why or why not?*

Dean Durand: Entering an MBA program during an economic downturn is a wise decision particularly for those interested in changing careers. After all, there is little opportunity cost in leaving a job that may not have a sufficient upside or that may be lost shortly.

I am reminded of the speech that Gary Cohn, a Kogod School of Business alumnus and President of Goldman Sachs gave at our graduation this past May. He drew important parallels between the economic situation he faced upon graduation in the early 1980s and what our students face today. Our students will learn important lessons on how to survive in a down economy that will serve them well throughout their career and that they

must remain focused and realistic with their expectations. From my perspective, it is important for all graduates to understand that organizations, for-profit or not-for-profit, want employees to add value from the day they walk through the door. Hence, preparation and hard work is absolutely required.

LMT: *What should the business community expect from future business leaders?*

Dean Durand: Business leaders have a responsibility that goes far beyond the successful operation and profitability of their firms. Future leaders will need to demonstrate their ability to excel in balancing those demands with a greater sense of connectedness to the markets, the country and the global economy. They will be required to navigate with confidence a new and complex financial landscape.

LMT: Thank you for taking the time to share your views.

Dean Durand: You are welcome.

—Interview conducted by Adrienne Davis, Cenarios Strategic Marketing & Creative Services, LLC



As Dean of American University’s Kogod School of Business, Dr. Richard M. Durand focuses on creating academic programs and initiatives that cross traditional academic boundaries to combine various disciplines. Since his tenure at AU, he has helped to established, at the graduate level, the LLM & MBA with the Washington College of Law, the first of its kind in the nation, and the MBA/MA in International

Service with American’s School of International Service. At the undergraduate level, a BS in Business and Foreign Language and Culture with the College of Arts and Sciences as well as a joint BS in Business and BA in Music has also been established. A native of New York City, Dr. Durand grew up in Havana, Cuba. He earned his Ph.D. in business administration and an M.B.A and B.A in political science from the University of Florida. Dr. Durand has also served as the Dean of the College of Business and Economics at Lehigh University and a professor and marketing faculty chair at the University of Maryland.

Wage and Salary Employment by Industry and Place of Work a/ [in Thousands]

INDUSTRY	District of Columbia			Metropolitan Division		
	July b/ 2009	June c/ 2009	July 2008	July b/ 2009	June c/ 2009	July 2008
TOTAL	724.0	703.3	719.2	2,422.3	2,415.5	2,450.3
Total Private Sector	463.6	464.5	471.1	1,842.7	1,845.8	1,886.0
Total Government	260.4	238.8	248.1	579.6	569.7	564.3
Total Goods Producing	13.7	13.6	14.6	159.3	158.6	175.9
Manufacturing	1.3	1.3	1.6	38.3	38.4	40.8
Durable Goods	na	na	na	23.0	23.2	24.5
Non-Durable Goods	na	na	na	15.3	15.2	16.3
Mining, Logging & Construction	12.4	12.3	13.0	121.0	120.2	135.1
Construction of Buildings	na	na	na	24.3	24.5	29.1
Heavy and Civil Engineering Construction	na	na	na	15.2	15.1	16.5
Specialty Trade Contractors	na	na	na	80.8	79.8	88.6
Total Service Providing	710.3	689.7	704.6	2,263.0	2,256.9	2,274.4
Trade, Transportation & Utilities	26.5	26.5	28.3	309.1	310.7	318.9
Wholesale Trade	4.7	4.7	5.0	53.2	53.7	55.1
Retail Trade	17.2	17.1	18.5	199.1	199.7	207.1
Motor Vehicle and Parts Dealers	na	na	na	24.5	23.9	24.6
Building Material and Garden Equipment and Supplies Dealers	na	na	na	15.2	15.6	16.2
Food & Beverage Stores	na	na	na	40.0	40.0	40.2
Clothing and Clothing Accessories Stores	na	na	na	23.2	22.7	24.6
Department Stores	na	na	na	25.0	25.3	25.0
Transportation, Warehousing & Utilities	4.6	4.7	4.8	56.8	57.3	56.7
Utilities	na	na	na	7.6	7.6	7.5
Transportation & Warehousing	na	na	na	49.2	49.7	49.2
Air Transportation	na	na	na	12.8	12.7	12.6
Information	19.3	19.4	20.6	68.3	69.4	75.1
Publishing industries (except Internet)	6.8	6.8	7.3	na	na	na
Financial Activities	26.8	27.3	28.3	105.7	106.7	111.5
Finance and insurance	15.6	15.9	16.8	67.1	67.6	70.1
Credit Intermediation and Related Activities	7.5	7.6	7.9	36.8	36.9	38.5
Depository Credit Intermediation	na	na	na	18.5	18.6	19.3
Nondepository Credit Intermediation	na	na	na	13.1	13.1	15.3
Real Estate and Rental and Leasing	11.2	11.4	11.5	38.6	39.1	41.4
Professional and Business Services	151.7	150.3	154.2	562.5	560.2	564.9
Professional, Scientific, and Technical Services	100.9	101.1	105.9	378.7	378.0	383.1
Legal Services	35.8	36.3	37.6	47.6	48.1	50.2
Accounting, Tax Preparation, Bookkeeping, & Payroll Services	na	na	na	18.8	18.8	19.6
Architectural, Engineering, & Related Services	na	na	na	47.1	47.3	48.0
Computer Systems Design and Related Services	na	na	na	138.5	137.0	134.6
Management, Scientific, and Technical Consulting Services	na	na	na	71.7	71.6	71.5
Scientific Research and Development Services	11.9	11.9	12.1	na	na	na
Management of Companies and Enterprises	na	na	na	33.4	32.6	32.5
Administrative & Support & Waste Management & Remediation Services	48.8	48.3	46.6	150.4	149.6	149.3

Wage and Salary Employment by Industry and Place of Work *a/ [in Thousands] continued*

INDUSTRY	District of Columbia			Metropolitan Division		
	July b/ 2009	June c/ 2009	July 2008	July b/ 2009	June c/ 2009	July 2008
<i>(continued)</i>						
Employment Services	12.9	12.8	12.5	29.4	29.1	29.9
Investigation and Security Services	9.2	9.1	8.8	na	na	na
Services to Buildings and Dwellings	11.5	11.4	11.6	48.2	48.0	51.2
Educational and Health Services	100.4	101.3	99.2	264.8	266.6	258.5
Educational Services	41.5	42.2	42.8	75.4	77.1	72.4
Colleges, Universities, and Professional Schools	28.8	30.2	30.3	40.9	41.9	39.0
Health Care and Social Assistance	58.9	59.1	56.4	189.4	189.5	186.1
Ambulatory Health Care Services	13.5	13.7	13.2	71.0	70.9	67.5
Offices of Physicians	na	na	na	28.0	27.8	26.5
Outpatient Care Centers	na	na	na	8.7	8.7	8.8
Hospitals	25.4	25.5	25.3	58.5	58.1	57.5
Nursing and Residential Care Facilities	7.0	7.0	6.9	27.3	27.3	27.5
Social Assistance	na	na	na	32.6	33.2	33.6
Child Day Care Services	na	na	na	14.2	14.4	14.0
Leisure and Hospitality	60.1	60.2	59.0	220.8	221.4	225.2
Arts, Entertainment, and Recreation	7.0	7.2	7.2	30.9	31.6	35.2
Accommodation and Food Services	53.1	53.0	51.8	189.9	189.8	190.0
Accommodation	14.4	14.7	15.2	36.2	36.3	37.4
Food Services and Drinking Places	38.7	38.3	36.6	153.7	153.5	152.6
Full-Service Restaurants	19.5	19.5	19.0	78.4	77.8	78.3
Limited-Service Eating Places	11.0	11.1	11.0	64.1	64.0	61.0
Special Food Services	5.2	4.9	5.1	12.0	12.0	11.3
Other Services	65.1	65.9	66.9	152.2	152.2	156.0
Personal and Laundry Services	na	na	na	27.9	28.1	27.3
Religious, Grantmaking, Civic, Professional, & Similar Organizations	58.4	59.3	59.8	111.4	111.5	112.5
Business, Professional, Labor, Political, & Similar Organizations	27.0	27.2	27.8	43.6	43.6	45.1
Government	260.4	238.8	248.1	579.6	569.7	564.3
Federal Government	201.8	199.4	196.5	317.4	313.0	308.0
State Government & Local Government / Public Transportation	58.6	39.4	51.6	na	na	na
State Government	54.8	35.6	47.8	93.7	74.8	85.6
Local Government	na	na	na	168.5	181.9	170.7
Public Transportation	3.8	3.8	3.8	na	na	na

a/ Data may not equal totals due to independent rounding. Data reflects 2008 benchmark revisions. b/ Preliminary. c/ Revised.

Data includes all full and part-time employees who worked or received pay for any part of pay period which includes the 12th of the month. Proprietors, self-employed, unpaid family workers, and private household workers are excluded. The Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan Division includes the District of Columbia; Calvert County, MD; Charles County, MD; Prince George's County, MD; Arlington County, VA; Clarke County, VA; Fairfax County, VA; Fauquier County, VA; Loudoun County, VA; Prince William County, VA; Spotsylvania County, VA; Stafford County, VA; Warren County, VA; Alexandria City, VA; Fairfax City, VA; Falls Church City, VA; Fredericksburg City, VA; Manassas City, VA; Manassas Park City, VA; and Jefferson County, WV

SOURCE: Prepared by the Department of Employment Services Office of Labor Market Research and Information in cooperation with the Virginia Employment Commission, the Maryland Department of Labor, Licensing and Regulation, the West Virginia Bureau of Employment Programs and the U.S. Bureau of Labor Statistics.

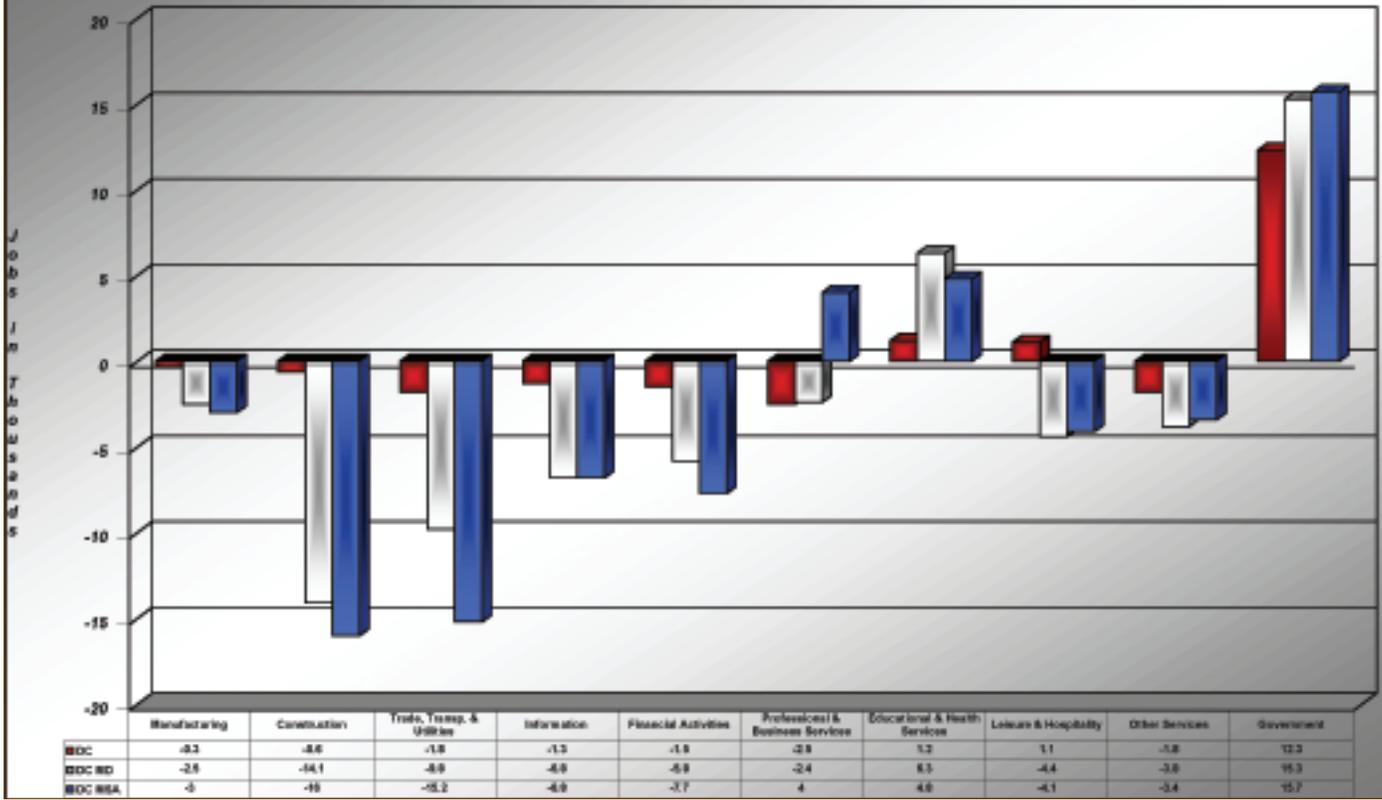
**Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan Statistical Area
Wage and Salary Employment by Industry and Place of Work a/ (In Thousands)**

INDUSTRY	July b/ 2009	June c/ 2009	July 2008	Change from	
				June 2009	July 2008
TOTAL	2997.9	2992.4	3029.6	5.5	-31.7
Total Private Sector	2321.4	2322.3	2368.8	-0.9	-47.4
Total Government	676.5	670.1	660.8	6.4	15.7
Total Goods Producing	217.6	216.6	236.6	1.0	-19.0
Manufacturing	58.1	58.2	61.1	-0.1	-3.0
Mining, Logging & Construction	159.5	158.4	175.5	1.1	-16.0
Specialty Trade Contractors	103.5	102.4	112.0	1.1	-8.5
Total Service Providing	2780.3	2775.8	2793.0	4.5	-12.7
Trade, Transportation & Utilities	385.1	387.4	400.3	-2.3	-15.2
Wholesale Trade	68.0	68.5	70.4	-0.5	-2.4
Retail Trade	254.1	255.2	266.5	-1.1	-12.4
Food & Beverage Stores	53.3	53.3	53.6	0.0	-0.3
Department Stores	32.3	32.6	32.4	-0.3	-0.1
Transportation, Warehousing & Utilities	63.0	63.7	63.4	-0.7	-0.4
Information	84.8	86.0	91.6	-1.2	-6.8
Financial Activities	147.6	148.6	155.3	-1.0	-7.7
Finance and insurance	96.2	96.7	100.2	-0.5	-4.0
Credit Intermediation and Related Activities	49.1	49.1	51.3	0.0	-2.2
Professional and Business Services	693.8	690.9	689.8	2.9	4.0
Professional, Scientific, and Technical Services	461.7	460.3	460.8	1.4	0.9
Computer Systems Design and Related Services	160.3	158.7	155.6	1.6	4.7
Administrative & Support & Waste Management & Remediation Services	188.4	187.9	188.2	0.5	0.2
Employment Services	38.6	38.3	39.9	0.3	-1.3
Educational and Health Services	336.6	338.0	331.8	-1.4	4.8
Health Care and Social Assistance	251.0	251.0	247.6	0.0	3.4
Ambulatory Health Care Services	96.8	96.5	93.0	0.3	3.8
Offices of Physicians	38.9	38.6	37.1	0.3	1.8
Hospitals	71.6	71.1	70.3	0.5	1.3
Leisure and Hospitality	271.7	271.1	275.8	0.6	-4.1
Accommodation and Food Services	231.0	229.6	230.2	1.4	0.8
Food Services and Drinking Places	190.0	189.6	188.3	0.4	1.7
Other Services	184.2	183.7	187.6	0.5	-3.4
Government	676.5	670.1	660.8	6.4	15.7
Federal Government	365.1	360.0	353.7	5.1	11.4

a/ Data may not equal totals due to independent rounding. Data reflects 2008 benchmark revisions. b/ Preliminary. c/ Revised.

Data includes all full and part-time employees who worked or received pay for any part of pay period which includes the 12th of the month. Proprietors, self-employed, unpaid family workers, and private household workers are excluded. The Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan Statistical Area includes The Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan Division and the Bethesda-Frederick-Gaithersburg, MD Metropolitan Division. The Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan Division includes the District of Columbia; Calvert County, MD; Charles County, MD; Prince George's County, MD; Arlington County, VA; Clarke County, VA; Fairfax County, VA; Fauquier County, VA; Loudoun County, VA; Prince William County, VA; Spotsylvania County, VA; Stafford County, VA; Warren County, VA; Alexandria City, VA; Fairfax City, VA; Falls Church City, VA; Fredericksburg City, VA; Manassas City, VA; Manassas Park City, VA; and Jefferson County, WV. SOURCE: Prepared by the Department of Employment Services Office of Labor Market Research and Information in cooperation with the Virginia Employment Commission, the Maryland Department of Labor, Licensing and Regulation, the West Virginia Bureau of Employment Programs and the U.S. Bureau of Labor Statistics.

Net Job Change
July 2008 - July 2009



TOP 30 HIGH DEMAND OCCUPATIONS IN D.C.

	Average Annual Openings	Mean Hourly Wage
Business Operations Specialists, all other	353	\$40.40
Lawyers	240	\$69.00
Computer Software Engineers, Applications	210	\$38.57
Security Guards	182	\$14.23
Janitors & Cleaners, Except Maids & Housekeeping cleaners	181	\$11.74
Public Relations Specialists	178	\$44.06
Office Clerks, General	174	\$15.69
Paralegals & Legal Assistants	160	\$27.62
Elementary School Teachers, Except Special Ed	157	****
Customer Service Representatives	140	\$17.36
Computer Systems Analysts	139	\$38.56
Network & Computer Systems Administrators	134	\$35.76
Executive Secretaries & Administrative Assistants	132	\$22.96
Maids & Housekeeping Cleaners	126	\$13.25
Network Systems & Data Communications Analysts	122	\$35.22
Accountants & Auditors	117	\$34.21
Food Preparation Workers	116	\$11.22
Child Care Workers	110	\$11.75
Management Analysts	106	\$37.57
Legal Secretaries	99	\$28.90
Waiters & Waitresses	97	\$10.92
Laborers & Freight, Stock, & Material Movers, Hand	97	\$13.44
Writers & Authors	91	\$30.39
General & Operations Managers	86	\$58.68
Social & Human Service Assistants	84	\$16.77
Teacher Assistants	79	****
Combined Food Preparation Workers, Inc Fast Food	77	\$10.66
Registered Nurses	77	\$32.09
Receptionists & Information Clerks	71	\$14.44
Retail Salespersons	70	\$12.64

****Data Suppressed

Openings - based on the 2006-2016 Occupational Employment Projections of the Department of Employment Services (Does not include Farm, Fishing & Forestry occupations.)

Wage data - source: Occupational Employment Survey of the U.S. Bureau of Labor Statistics, May 2007

TOP 20 EMPLOYERS IN THE PRIVATE SECTOR IN D.C.

Rank	Employer
1	Howard University
2	Georgetown University
3	George Washington University
4	Washington Hospital Center
5	Children's National Medical Center
6	Fannie Mae
7	Georgetown University Hospital
8	American University
9	Providence Hospital
10	Howard University Hospital
11	The Washington Post
12	Corporate Advisory Board
13	Catholic University of America
14	Sibley Memorial Hospital
15	Marriott Hotel Services
16	George Washington University Hospital
17	American National Red Cross
18	Admiral Security
19	Hyatt Regency
20	Safeway Inc.

(Based on employment levels reported to the District's Unemployment Compensation Program as of September 2006. Ranked by size of workforce.)

CONSUMER PRICE INDEX, ANNUAL CHANGE IN %

All items. All urban consumers.

	June 09	May 09	June 08	May 08
Wash.-Balti. DC-MD-VA-WV	na	-0.2	na	5.0
U.S.A.	-1.4	-1.3	5.0	4.2

(All items. All urban consumers. Not Seasonally Adjusted.) (1982-84 =100 for U.S. Nov. 1996 = 100 for Washington-Baltimore, DC-MD-VA-WV)
na: not available



DEMOGRAPHIC / ECONOMIC INDICATORS

	D.C.	U.S.A.
Population, July 1, 2008 estimate	591,833	304,059,724
Population, percent change* (April 1, 2000-July 1, 2008)	3.8%	8.0%
Persons under 18 years old, 2008	18.9%	24.3%
High school graduates, percent (Persons age 25+, 2007)	85.7%	84.5%
Homeownership rate, 2006	45.8%	67.3%
Median household income, 2007	\$54,317	\$41,994
Per capita income, 2007	\$40,379	\$21,587
Persons below poverty, percent, 2007	17.1%	13.0%
Retail sales per capita, 2002	\$5,422	\$10,615
Private nonfarm employment, percent change (Average annual rate; 1998-2008)	14.9%	8.8%
Persons per square mile, 2000	9,378.0	79.6

Sources: U.S. Census Bureau, 2008 Population Estimates, 2007 American Community Survey, Economic Census 2002, 2000 Census, U.S. Bureau of Labor Statistics, Current Employment Statistics Program

DISTRICT OF COLUMBIA TOP 30 FASTEST GROWING OCCUPATIONS 2006 - 2016*

Occupational Title	Empl 2006	Empl 2016	Growth Rate
Network Systems and Data Communications Analysts	1,912	3,132	6.38%
Computer Software Engineers, Applications	4,111	6,212	5.11%
Vocational Education Teachers, Postsecondary	183	261	4.26%
Special Education Teachers, Middle School	303	424	3.99%
Special Education Teachers, Preschool, Kindergarten, and Elementary	319	443	3.89%
Industrial Engineers	409	563	3.77%
Elementary School Teachers, except Special Education	4,254	5,822	3.69%
Substance Abuse and Behavioral Disorder Counselors	456	622	3.64%
Middle School Teachers, except Special and Vocational Education	1,582	2,156	3.63%
Home Health Aides	914	1,239	3.56%
Personal and Home Care Aides	1,266	1,708	3.49%
Computer Systems Analysts	4,202	5,591	3.31%
Self-enrichment Education Teachers	1,078	1,434	3.30%
Forensic Science Technicians	131	174	3.28%
Social and Human Service Assistants	2,628	3,465	3.18%
Education Administrators, Elementary and Secondary School	517	680	3.15%
Court Reporters	543	714	3.15%
Computer Software Engineers, Systems Software	2,448	3,208	3.10%
Network and Computer Systems Administrators	4,459	5,803	3.01%
Secondary School Teachers, except Special and Vocational Education	1,731	2,240	2.94%
Database Administrators	1,786	2,311	2.94%
Fitness Trainers and Aerobics Instructors	1,043	1,342	2.87%
Dental Hygienists	278	357	2.84%
Special Education Teachers, Secondary School	317	406	2.81%
Kindergarten Teachers, except Special Education	353	452	2.80%
Tour Guides and Escorts	376	480	2.77%
Sales Representatives, Services, All Other	1,562	1,989	2.73%
Child Care Workers	4,027	5,124	2.72%
Lodging Managers	184	234	2.72%
Mental Health Counselors	406	505	2.44%

(The fastest growing occupations are those with over 100 jobs and highest growth rates.)

Note: *Based on the 2006 - 2016 Occupational Employment Projections of the Department of Employment Services

Source: Department of Employment Services, Office of Labor Market Research and Information



The Labor Market Trends Washington Metropolitan Newsletter is a monthly publication of the D.C. Department of Employment Services' Office of Labor Market Research and Information (OLMRI). John Kangethe is Acting Associate Director of OLMRI. For inquiries/comments/suggestions, please call (202) 671-1633.

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