

Name: Linda Fellows

Research Problem

Formulate a research problem. The research problem is a clear, succinct statement indicates the purpose of the study.

The purpose of the study is to determine the training needs of northern Oakland County businesses, specifically in the Oakland Technology Park, in the area of office information systems.

Classification As To Type of Research

Check the appropriate classification

Nonexperimental

- Analytic
- Descriptive
- Correlational
- Ex post facto

Experimental

- True Experimental
- Quasi-experimental
- Single Subject

Review of Literature

Develop the parameters for a computerized search related to the problem. List the databases that could be searched and then the descriptors appropriate from the ERIC system.

Databases

Oakland County Chamber of Commerce
Oakland County Division of Economic Development
ERIC

ERIC Descriptors

Employers, Questionnaires, Computers
Occupational Surveys, Computers
Occupational Surveys, Training, Employers
Occupational Surveys, Computer Software
Labor Market, Computers, Employers
Surveys, Computers, Employers

Research Hypothesis or Research Question

Whether it is a research question or a hypothesis, the sentences should contain objectively definition of terms and state relationships in a clear, concise manner.

1. What are the training needs of businesses located in northern Oakland County, specifically in the Oakland Technology Park, in the area of office information systems?
2. What are computer-related skills employers rate as important?
3. Which job titles presently use computer related equipment most?
4. What is the relationship between job titles of employees using computers and computer related skills rated as important by employers?
5. What is the relationship between present and future use of equipment?
6. What software applications are most used?
7. What type of hardware is most used?
9. What is the relationship between training needs and selected business characteristics, e.g. size of company, type of business?

Methodology

Indicate the subjects, instruments, and procedures used in the study. Subjects (sometimes referred to as participants) describe the characteristics of the individuals from whom information is gathered.

A random sample of Oakland County businesses surrounding the Auburn Hills campus of Oakland Community College will be surveyed.

Instruments--describes the techniques used to gather information.

A questionnaire will be mailed to businesses in North Oakland Co.

more detail

type of items

review by experts

Review by President of CCC & faculty advised as to relevance of data collected & applicability will be conducted before mailing.

A spreadsheet program will be used to summarize data. Analysis of data will be conducted by Harris State Univ.

LABOR MARKET ANALYSIS
FOR SECRETARIES
IN THE
DETROIT METROPOLITAN AREA
AND OAKLAND COUNTY, MICHIGAN

Prepared by
Linda Fellows

August, 1989

I. INTRODUCTION

Secretaries are an integral part of a business organization. The efficiency of an organization revolves around the secretary who is the center of communication. Job responsibilities range from preparation of written materials, answering telephones, organizing and maintaining files to taking and transcribing dictation, maintaining libraries and mailing lists, arranging conferences, and doing research in a technical area.

This report will provide information on the labor market available for secretaries in the Detroit metropolitan area. In this report the term secretary refers to typists, receptionist and information clerks, file clerks, and general office clerks. The report will include an analysis of the context for employment in the Detroit metropolitan area, the needs of employers for trained workers, the needs of the people for job skills, and the system's capacity to meet the needs of the employers and students.

Current statistical reports were researched by the author to gain data concerning employment opportunities for secretaries in the future. Data will reflect trends in a national, statewide, metropolitan and countywide level.

Oakland Community College has four campuses distributed throughout the county for access to all Oakland County citizens. The author will analyze data specifically from Oakland County in regards to identifying the needs of the people for job skills and meeting those needs in vocational training at Oakland Community

College.

II. CONTEXT FOR EMPLOYMENT

The Detroit metropolitan area includes the counties of Wayne, Oakland, Macomb, St. Clair, Monroe, Lapeer and Livingston with a total population of 4,488,024 in the 1980 Census as reported by the State and Metro Area Data Bank. (See Chart A) Wayne County has the largest population of 2,337,843 in the region and Oakland County is second with 1,011,793 people. Included in the Oakland County Community and Development Department report is a chart of projections by the Michigan Department of Management and Budget. (See Chart B) Oakland County projected growth is 12.6% by the year 2000 increasing the number of peoples by 127,486. Some of these people will come from Wayne County which has a projected six percent decline in population.

Oakland County is provided excellent transportation by Interstate I-75 which bisects the county from northwest to southeast and by I-96 along the southern part of the county. Both interstates are connected by US-10 which is a major highway in the metropolitan area. (Southeast Michigan County of Governments [SEMCOG]) I-696 will be completed in 1992 which will provide an major east/west route through the county. Public transportation is available through the Southeast Michigan Transportation Authority System.

The industries in Oakland County employing people are manufacturing (29%), wholesale/retail (23%), professional

services (22%), business, personal and entertainment services (8%), and finance, insurance and real estate (6%). Twelve percent of the labor force in Oakland County is employed in the public sector. Most workers are employed as managers/professionals and technical, sales and administrative support accounting for sixty four percent of the work force. The other thirty six percent work as service and skilled workers and operatives/laborers. (Wayne State University [WSU], 1983)

Most new jobs in the Detroit metropolitan area as projected by OPTIM (Occupational Projections and Training Information for Michigan) will be in the Business Services with 54,182 new openings by 1995 - a 54% increase. The July 1989 report indicated other high growth industries. The health services area will need 20,760 more people and eating/drinking places will require 18,741. Retail stores and services would need 18,895. The social services area will grow by 57.7% requiring 11,347 more people. (Michigan Employment Security Commission [MESC], 1989)

III. THE NEEDS OF EMPLOYERS FOR TRAINED WORKERS

Almost all businesses require clerical support to handle office work. Secretaries held 3,234,000 jobs in 1986, making this one of the largest occupations in the U.S. economy. (U.S. Department of Labor) They are employed in a range of industries including government, manufacturing, financial, insurance and real estate firms, transportation, wholesale and retail companies, hospitals, schools and service industries. Secretaries are also employed by individuals such as doctors,

lawyers, and accountants.

The demand for secretaries will grow 5.1% for the Detroit area by 1995 with an average of 4,050 annual openings, 3,360 due to replacement of workers who retire or leave the labor force for other reasons. Approximately 128,550 secretaries were employed in the Detroit area in 1985 with a projection of 135,450 by 1995. (MESC, 1989)

The state of Michigan will average 4.4% growth in demand for secretaries, which equates to 7,990 annual openings each year. On the national level, the U. S. Bureau of Labor Statistics forecasts 424,000 new secretarial jobs or a 13.1% increase from 1986-2000.

The Michigan Occupation/Industry Forecasts 1995 developed by the Michigan Employment Security Commission reports that administrative support/clerical occupations will grow moderately, about seven percent. Employment growth trends will be slower than over the last decade because of the increasing use of word processors and other office automation which will curtail demand for some clerical workers. Expansion in computer operators, adjusters and investigation, and information clerks will remain very strong. Occupations in stock, production and order clerks is expected to decline based on the new computer technology.

Automated equipment is also changing the way organizations handle administrative support. In many offices, groups of managers and professionals are sharing secretaries rather than the traditional method in which a secretary works for one

manager. Clerical duties are being reassigned to other staff such as paralegals and medical assistants. However, many of the secretarial jobs are of an administrative nature - such as scheduling conferences, making travel arrangements and transmitting staff instructions. Because automated equipment cannot substitute for the personal skills that are essential for the job, the need for secretaries will continue. (U. S. Department of Labor)

It should also be noted that other jobs are available to persons with secretarial training, specifically bookkeepers, stenographers, personnel clerks, and legal and medical assistants. Many opportunities also are available for secretaries to advance to office management and administrative assistant positions.

IV. NEEDS OF THE PEOPLE FOR JOB SKILLS

The Oakland County Community and Economic Development Department reports the unemployment rate for Oakland County has typically been two points less than the rate for the state. Unemployment in Oakland County as of June 1987 was 6.5% while the rate for Michigan was 8.5%. When considering the Detroit metro area, the unemployment rate increases to 9.1%.

In 1980, 10.4% of the households in Michigan were considered to be living below the poverty level. The poverty level households in Oakland County was 6% with 27% of them classified as a female head of household with a child. (WSU, 1983)

In 1983, the average per capital income in the United States

was \$11,687 with the states average at \$11,476. Oakland County had a much higher average per capita income in 1984 of \$16,384. This figure can be attributed to the influence of certain affluent areas in Oakland County, e.g. Bloomfield Hills. Oakland County's median income was \$33,850 with 38.6% of households having an income above \$35,741. (Oakland County Community and Economic Development Dept.)

According to the Michigan Statistical Abstract, almost 80% of Oakland County residents 25 years and over have a high school education. This rate is high in comparison to the Michigan average of 67.9%. Twenty four percent of the people have a college degree. The drop out rate in Oakland County was 4.5% in 1984 while the Michigan rate was 5.4%. (WSU, 1986)

The racial mixture is predominately white in Oakland County with 13% black population, 1.8% hispanic and 1% american indian, eskimo, or asian. (SEMCOG)

The secretarial field is dominated by white female workers as reported by the Michigan Department of Education. Only 1% of the occupation were male, 6.6% were black and 1% were of hispanic origin.

V. SYSTEMS CAPACITY TO MEET THE NEEDS OF EMPLOYERS AND STUDENTS

Oakland County has four secondary vocational centers located in convenient geographic locations - Pontiac, central; Clarkston, north; Royal Oak, south; Wixom, west. There are 42 high schools which offer secretarial training. (SEMCOG)

High school graduates qualify for most entry-level

secretarial jobs provided they have basic office skills. Secretaries must be proficient in typing, good at spelling, punctuation, grammar and oral communication. (U. S. Department of Labor) Organizational skills are important. Knowledge of word processing, spreadsheets and data management software programs are a requirement for many jobs. This trend in computer literacy will continue with many small businesses acquiring personal computers.

Many secretaries are attending community colleges or private vocational training centers to gain knowledge of computers and update their secretarial skills. In Oakland County, there are twelve Detroit area colleges offering Associates degrees in Secretarial Studies and six private schools offering certificates. They are listed below:

Community Colleges

Detroit College of Business	Schoolcraft Community College
Highland Park Comm. College	St. Clair County Comm. College
Kellogg Community College	Siena Heights College
Macomb Community College	Wayne County Community College
Monroe Community College	Oakland Community College
Northwood Institute	Detroit Institute of Commerce

Private Vocational Schools

Detroit Business Institute	ITT Technical Institute
Control Data Institute	Pontiac Business Institute
Dorsey Business School	Ross Business Institute

Source: Michigan Dept. of Labor, "Secretarial Studies," 1988.

Oakland Community College has four campuses: Auburn Hills, Orchard Ridge, Highland Lakes, and Southeast. Students may enroll in the Office Information Systems program and specialize in Legal, Medical, or Executive secretarial areas. Classes to fulfill the degree requirements of an Associates Degree in Applied Sciences and Arts (ASA) are offered at all campuses.

The OCC Office Information Systems brochure describes the program as offering the traditional secretarial skills as well as the microcomputer technology necessary for today's office. Microcomputer application classes include word processing, integrated software, spreadsheets, database, graphics, electronic mailing, and telecommunications. Classes are continually updated as new software programs are developed and training is required by businesses.

Salaries for secretaries averaged \$19,968 a year in the Northeast region of the U. S. in 1986, although the earnings vary by industry. Public utilities and mining tend to be highest with retail trade and finance, insurance, and real estate the lowest. Secretaries with greater responsibilities, such as executive secretaries to corporate officers, or those with word processing or bilingual communication skills demand a higher salary. (U. S. Department of Labor)

The estimated supply of trained secretaries per year from the Detroit area is 6,366 with 3,404 from secondary vocational education, 400 from post secondary education, and 2,562 from private vocational education. (MESC, 1989) The majority of job

openings are filled by people who have not been working - most have been full-time homemakers. Most entrants are between 25 and 54 years of age. (U. S. Department of Labor) Based on the 4,050 positions available annually in Detroit of which 3,360 will be replacements, the supply of 6,366 will adequately fill the demand by businesses.

V. OPPORTUNITIES FOR OAKLAND COMMUNITY COLLEGE

Several conclusions can be deducted from the information presented. The effect of Wayne County's population decline and the subsequent increase of the population for Oakland County bodes well for Oakland Community College. Demand for classes will increase in all program areas. The higher unemployment rate in Wayne County reflects the automotive industries reduction in work force, which affects the entire Detroit metropolitan area. As the automotive industry decreases their work force, these people will seek other training.

Oakland County will benefit from the Oakland Technological Park located in Auburn Hills (adjacent to the Auburn Hills campus of Oakland Community College). The Research and Development department of Chrysler Motors will be completed by 1995 and will be moved from Highland Park in Wayne County to Oakland County. Comerica Bank, EDS, and World Computer already have their headquarters in the area. Training opportunities for the large number of secretaries in this area abound for those who seek to update their skills.

Many other vocational schools compete with Oakland Community

College for students. It is evident every day that the private vocational schools in the area actively market the secretarial and computer training classes on television. OCC needs to market the OIS program to make potential students aware of the excellent training offered. Recruitment of students from local high schools, low-income people from the Department of Social Services, and training contracts with employers are some ideas that can be utilized to increase enrollment.

The high level of poverty of female head of households in Oakland County suggests a training opportunity in the Office Information Systems program. Federal funding is available for displaced homemakers and many people can be routed to the OIS program to be trained for office jobs. Full-time homemakers who are re-entering the work force and need training will find that OCC is convenient and provides up-to-date educational training. As computer skills are so necessary for the office of the future, the current program will train these workers for the high end of the secretarial salary scale. Attracting these students implies a need for a quality child care program on campus.

Males are another possible source of students in the OIS program. To attract more males to the program, it may require a redefinition of the traditional role of a secretary to overcome the feminine perception of the job. Perhaps if businesses changed the job title to office automation clerk, it would encourage more males to enter the field. The increase in computer technology required by businesses also affects the way a

secretarial job is perceived. As personal computers are placed on the desks of all levels of staff within an organization, the perception of a secretary as being female will diminish.

The job outlook for secretaries looks good for Oakland County as well as statewide and nationally. As stated, secretaries are an integral part of a business organization. It is the role of education to provide training opportunities in office information systems to keep secretaries abreast of the newest technologies. A ready market for students in OIS is available. OCC needs to market their programs where the greatest need is.

SELECTED BIBLIOGRAPHY

Michigan Department of Education. Michigan Occupation Information System. Secretarial Studies, Fiche 72, 1988, "Word Processor," Moiscrypt #354, DT-51, "Secretary," Moiscrypt #60, DPT-63.

Michigan Employment Security Commission. Michigan Occupation/Industry Forecasts 1995. Detroit: Bureau of Research and Statistics, 1987.

Michigan Employment Security Commission. Occupational Projections and Training Information for Michigan (OPTIM). Detroit: Wayne State University, July 1989.

Oakland Community College. Office Information Systems, Oakland Community College. Bloomfield Hills, March 1987.

Oakland County Community and Economic Development Department. Oakland County, Michigan. Oakland County: Marketing/Research Division, 1988.

Southeast Michigan Council of Governments. Economic Profile of Oakland County. Detroit, 1987.

U. S. Department of Commerce. State and Metropolitan Area Data Bank. Washington, D.C: Bureau of the Census, 1986.

U. S. Department of Labor. Occupational Outlook Handbook. 1988-89 ed. Washington, D.C: Bureau of Labor Statistics, April 1988.

Wayne State University. Michigan Statistical Abstract. 20th ed. Detroit: Bureau of Business Research, 1986.

Wayne State University. Southeast Michigan Community Profiles: 1980 Census. Detroit: Center for Urban Studies, January 1983.

CHART A

MOIS EMPLOYMENT AND OUTLOOK REGIONS

In the Employment and Outlook portion of a MOIScript, the MOIS computer program will produce a table that lists the state total of workers for that MOIS occupation and their distribution among employment and outlook regions in Michigan. The following map defines the regions.

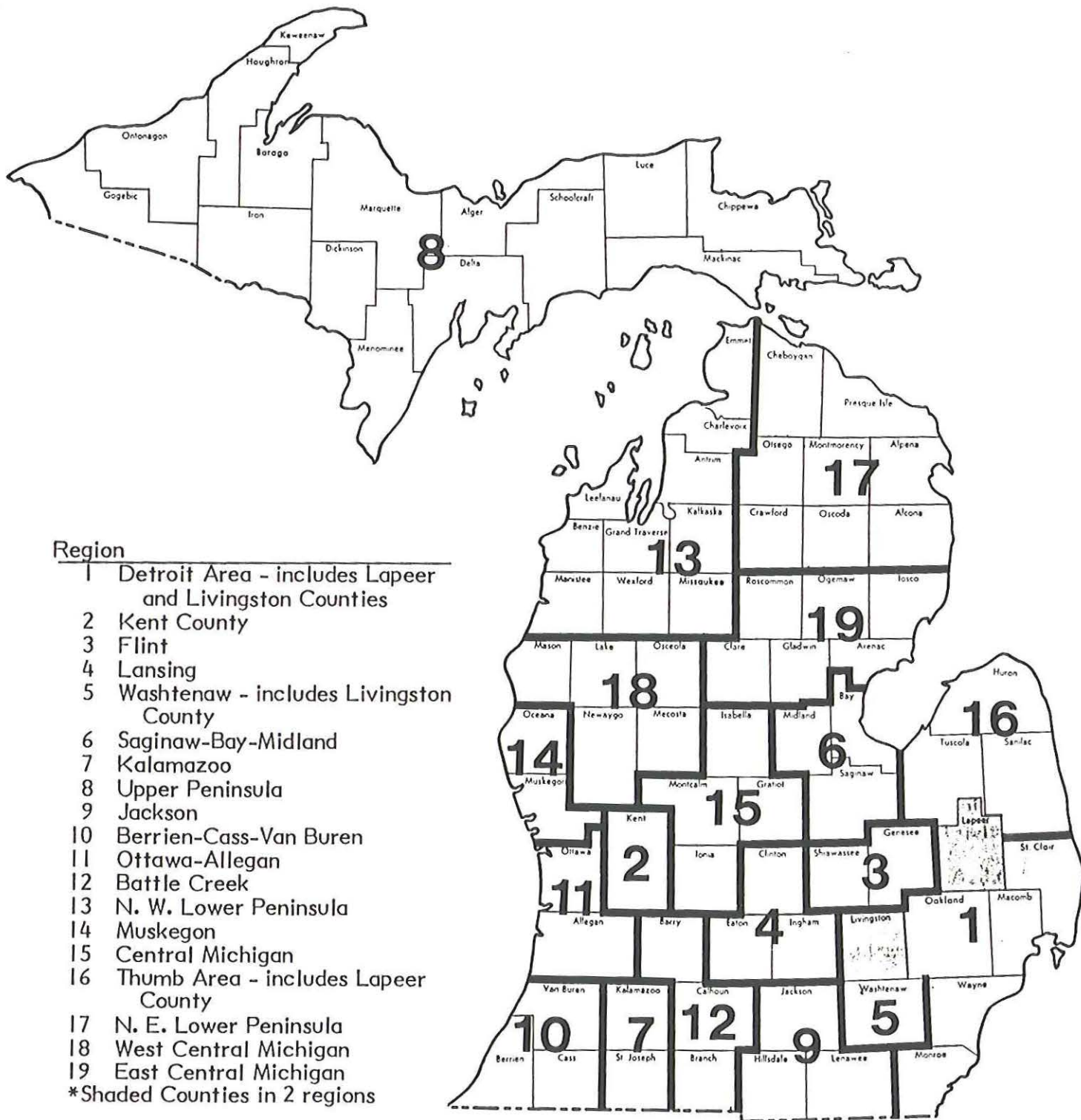


CHART B

**Projected Population Changes
1985--2000
(In percent)**

Livingston County	50.8
Lapeer County	25.6
Washtenaw County	15.8
St. Clair County	14.9
Monroe County	14.2
Oakland County	12.6
Macomb County	6.6
Wayne County	-6.0

Source: Michigan Department of Management and Budget