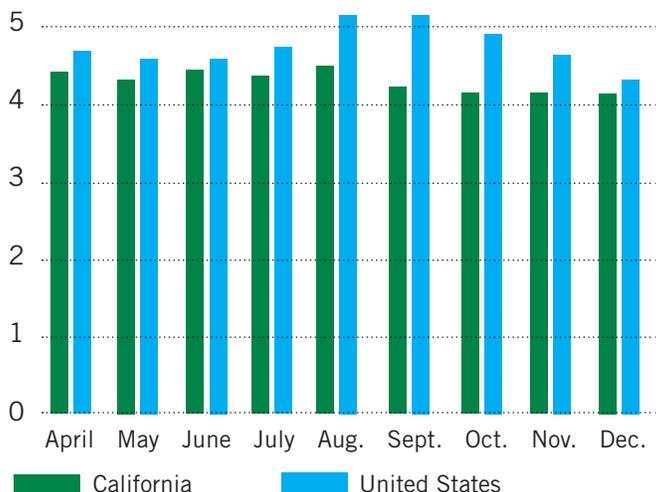




Southern California Employment Trends Report

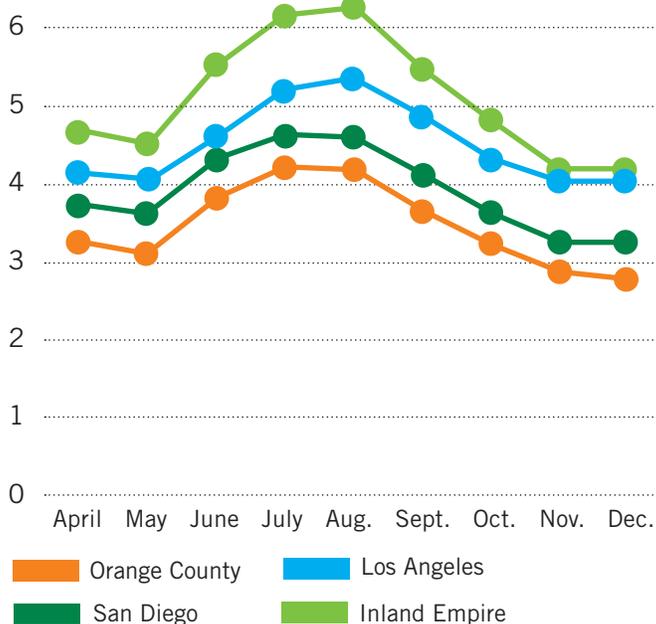
SOUTHERN CALIFORNIA

Unemployment Rate (California vs. U.S.)



Both the California and national unemployment rates continue their downward trending toward historic lows. (Source: U.S. Bureau of Labor Statistics)

Southern California Unemployment Rate



Los Angeles' unemployment rate dropped more than a full percentage points since August; Inland Empire's rate dropped two full points during the same time frame; Orange County's rate dropped to 2.8 percent, among the lowest in the country.

As Competition for Top Talent Gets Tougher, Employers Must Work Smarter and Faster

The unemployment rate for December in Los Angeles was 4.2 percent (not seasonally adjusted). It represented the second-lowest unemployment rate in the region, dating back to 1976 when the U.S. Bureau of Labor Statistics (BLS) began gathering data.

Between December 2016 and December 2017, BLS data indicates that the total number of employed in California increased by 382,100 (seasonally adjusted). Based on the total numbers for the year, California ranked number one in the U.S. ahead of Florida and Texas.

For SoCal job seekers, these numbers are fantastic indicators of their employment prospects. For employers though, these figures point to the reality that there is a shallow candidate pool across most industries. Regional labor shortages in construction, healthcare, hospitality, manufacturing and technology are well-reported.

Even worse, aggressive competition to hire the best talent, including the frequent poaching of qualified workers, has quickly become a standard recruiting tactic for many employers.

This issue goes way beyond paying candidates more or offering more generous compensation packages.

An organization's responsiveness during the interview process and job offer stage is critical. With many candidates on the job market for less than a week, a multi-week interview process is a distinct disadvantage against employers that have adopted different interview and hiring protocols such as group or video interviewing, reduced the number of required interviews, and streamlined their offer procedures to close the process in a handful of days and sometimes as little as 24 hours.

Sophisticated employers have adjusted their approach to hiring by being more proactive in two key areas. First, they have clearly identified the precise skill set, experience and educational background they need from candidates, and – as important – they've detailed the areas where they are willing to train candidates. Their position expectations scale up and down to include a wide range of candidates, including ones who may not be an exact fit for the job description but have the necessary skills and potential to be trained.

Second, according to the Society for Human Resource Management (SHRM), how to research salary is the most frequent request that it receives. Savvy employers understand what the market commands with respect to compensation for given positions in their industry. This intelligence enables them to bust through any internal misconceptions about what candidates should be paid versus what they will receive in a competitive market. It also helps to know the type of compensation that will be required to get candidates to make a move.

For organizations looking to compete against aggressive employers, it is time to work smarter and faster during their recruiting process.

