

Financial Services Update

A quarterly publication with updates on the activities of the Financial Services Cluster in Pittsburgh and Southwestern Pennsylvania

August 2005

Now you can keep up to date on all the initiatives and activities of the Financial Services Workforce Initiative by going to our new web site at www.iet.duq.edu/fswi. The FSWI home page has links to the PRICE home page www.iet.duq.edu/price and CSSC web sites www.careerwired.com/customerservice. Check them out!

Financial Services Vacancy Survey - Highlights

The Financial Services Job Vacancy Survey completed by the Center for Competitive Workforce Development (CCWD) at Duquesne University in the Spring of 2005 indicated a total of 4,814 projected job openings in the financial services for the Pittsburgh and Southwestern Pennsylvania region.

This is the first job vacancy survey conducted by CCWD among financial services companies in the Pittsburgh and SWPA region. CCWD is the research arm of Duquesne University's Institute for Economic Transformation, a division of the John F. Donahue Graduate School of Business at Duquesne University.

The report estimates the number of job vacancies in the financial services sector and identifies the most-in-demand occupations among regional employers. It also provides information on wages and benefits, education and experience requirements, and methods of recruitment and advertising for reported job vacancies.

This information can be used by businesses, policy makers and employment training agencies to address the workforce development needs of our region, including:

- Assisting workforce training agencies and educational institutions by providing up-to-date information relating to in-demand occupations and positions for which employers are having difficulty finding workers;
- Helping to highlight key human resource trends in specific occupations in areas such as wages, benefits, and the educational and training qualifications required of job applicants;
- Providing up-to-date information on financial services trends and employment opportunities for use by career and educational counseling programs.

SPRING 2005 SURVEY HIGHLIGHTS

- The survey found 4,814 projected job vacancies, mostly for full-time positions.
- Most vacancies are in Office and Administrative Support occupations, with strong demand for entry-level workers. Business and Financial Operations occupations have the second highest openings with strong demand for skilled workers.
- The average wage for all vacancies is \$15.61 per hour. Vacancies in Office and Administrative Support occupations have an average wage of \$9.48 per hour. Wages for in-demand skilled positions-including Management, Business and Financial Operations positions-are significantly higher ranging from \$16.75 per hour to \$34.15 per hour. Most vacancies featured benefits, mostly paid vacation and retirement benefits.
- Employers are seeking workers with a high school level of education or less and general work experience for unskilled positions. However, for better paying skilled positions, employers seek workers with four year college or more along with prior work experience.
- Employers rely primarily on employee referral and word-of-mouth to locate new workers. However, usage of internet advertising as a recruiting method plays an important role to recruit

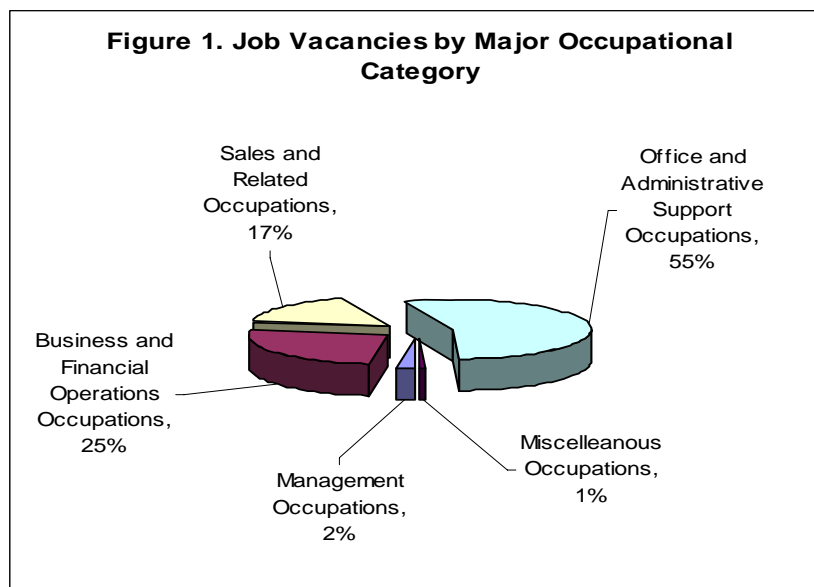
workers. Employers also report that they attend job fairs in colleges to attract workers for 28% of all estimated job vacancies.

- Employers report that company growth is a factor behind most vacancies – they identified growth as at least one of the reasons behind 73% of the estimated vacancies. Additionally, 64% of projected job vacancies are due to turnover.

NUMBER OF OPENINGS IN THE FINANCIAL SERVICES INDUSTRY FOR THE PITTSBURGH AND SWPA REGION

The report categorizes detailed occupations by four major occupational categories based on the Standard Occupational Classification (SOC) developed by U.S. Department of Labor, Bureau of Labor Statistics. These categories are Management Occupations, Business and Financial Operations Occupations, Sales and Related Occupations, Office and Administrative Support Occupations. Among our job titles, Branch Manager is the only specific occupation which falls into the *Management Occupations*. *Business and Financial Operations Occupations* include Accountant I, Actuarial Analyst, Analyst I, Auditor, Commercial Lender, Credit Analyst, Financial Consultant, Investment Advisor, Licensed Financial Specialist, Management Trainee, Programmer Analyst, Senior Auditor, Trust Advisor, and Underwriter. *Sales and Related Occupations* include Branch Sales and Service Representative, Call Center Representative, and Lead Call Center Representative. *Office and Administrative Support Occupations* include, Branch Consumer Banking Representative, Claims Processor, Collector, Consumer Lending Processor, Data Entry Clerk, Data Processor, Lock Box Clerk, Proof Operator, and Teller¹.

Pittsburgh and SWPA financial Services companies are estimated to have a total of 4,814 job vacancies in Spring 2005. Of these vacancies, 72% are full-time positions. As shown in Figure 1, Office and Administrative Support Occupations account for 55% of all projected vacancies. Among other major occupational categories the greatest demand for workers are in Business and Financial Operation Occupations (25%).



¹ The Standard Occupational Classification (SOC) categories include Tellers and Branch Consumer Banking Representative occupations as Office and Administrative Support and not as Sales and Related Occupations. It should be noted that in most financial services organizations, these occupations have sales responsibilities.

ABOUT THE SURVEY

During February 2005, the Center for Competitive Workforce Development surveyed financial services employers in the Pittsburgh and Southwestern Pennsylvania Region, including Allegheny, Armstrong, Beaver, Butler, Fayette, Green, Indiana, Washington and Westmoreland counties. The area surveyed includes approximately 74 employers and 93,960 employees. For purposes of the survey, the financial services sector includes organizations from the following business segments: large and small financial institutions, accounting firms, investment firms, savings and loans, and insurance providers. The survey was conducted among a representative sample of firms. Questions asked referred to various aspects of the industry's demand for workers. The figures presented in this report are estimates derived from generalizing survey results to the total population of firms. In the survey, we employ a stratified sampling approach using firm-size classes. The survey uses a sample of 25 responses to extrapolate estimates using a set of firm-size specific weights derived from the ratio of responses to the number of firms in the sample by firm-size. Figures presented in the report are estimates based on this procedure.

A complete financial services job vacancy report will be available on our websites at www.iet.duq.edu/ccwd/ and www.iet.duq.edu/fswi.

CONFIDENTIALITY STATEMENT

In order to ensure the confidentiality and continued cooperation of survey participants, please be advised that by agreement with respondents, CCWD cannot under any circumstances release any information identifying the companies participating in this survey.

The CENTER FOR COMPETITIVE WORKFORCE DEVELOPMENT

The Center for Competitive Workforce Development is the research arm of Duquesne University's Institute for Economic Transformation. The Center conducts policy oriented research on workforce development and economic development issues facing Pittsburgh and the Southwestern Pennsylvania region. The result of the Job Vacancy Survey and all analysis are the responsibility of the staff of the Center for Competitive Workforce Development.

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Major Initiatives...Update

Pittsburgh Regional Internship Collaborative Enterprise (PRICE)/Post Secondary

Thirty-five post secondary interns and seven employers are participating in the 2005 PRICE internship program. Orientation for the PRICE interns was conducted on June 8th and June 15th. Interns and PRICE Partners participated in the community outreach project at the East End Cooperative Ministries Emergency Shelter, serving breakfast to 35 homeless men.

On July 13th, the PRICE interns were able to practice networking skills at the Networking Luncheon held at the Steelhead Grill in the Marriott in Pittsburgh. Seventeen business professionals shared their career experiences with the interns and helped them to develop networking skills. The business professionals

participating in the luncheon were, Natalie Smetanka, Citizens Bank; Bob Merrill, First National Bank; Jennifer Lundy, Keys2Work; Damen Taylor, PPS; David Hoffman, DB Root & Company; Erin Baker, CORO; Melanie Ansell, First Commonwealth Bank; Liz Dennis, Mellon Financial; Lynette Spinnenweber, National City; Dan Horgan, TRWIB; Chris Sidoni, PNC; Wayne Suprano, First Commonwealth Bank; Candace Worobe, First Commonwealth Bank; Karen Hinds, Karen Hinds Seminars; Kelly Russell, TRWIB; Ray Amelio, People Count The Most!; and Inez Miles, Citizens Bank.

The 2nd Annual PRICE Intern Recognition Event will be held August 11th. Bill Flanagan, Allegheny Conference will be the Master of Ceremonies and guest speakers include Dan Onorato, County Chief Executive, Congresswoman Melissa Hart and Tyrone Alexander, Executive Vice President, HIGHMARK. At this event the PRICE interns will be presenting the results of their summer team project, Pittsburgh...Lifestyles of the Best and Brightest. The purpose of the team project is to provide the interns with an opportunity to develop teamwork skills while researching unique Pittsburgh venues that would be of interest to young professional adults and help attract and retain them in our region. The teams are Social; Business, Industry & Commerce; Education; Performing Arts; Sport & Recreation and Editorial/Oversight. Each team worked with a team advisor. Recommendations on how to attract and retain young adults through each of the team venues will also be presented.

High School Program/Pittsburgh Regional Internship Collaborative Enterprise (PRICE)

Juniors and seniors in the Business and Finance Academy had an opportunity to participate in a paid internship with a participating PRICE employer. These employers were recruited from business and financial services organizations within the Pittsburgh and southwestern Pennsylvania region. Participating employers' interviewed selected Business and Finance Academy students and hired those students who were a good fit for the internship opportunity. The 6 week internship was structured with goals and objectives and provided real work learning opportunities for the interns.

Four (4) Business and Finance Academy students are participating in this pilot year for the High School Program Internship Component. Participating employers, providing the internship opportunities, are Mellon Financial and Pittsburgh Public Schools-Finance Department. The high school students participated in an orientation which included parents and teachers and a developmental workshop by Karen Hinds, entitled A Teenagers Guide to the Workplace. The high school interns also participated in workshops and networking events with the PRICE post secondary interns and business professionals. The PRICE high school interns will be recognized at the 2nd Annual PRICE Intern Recognition Event.

On the Agenda....

- Recruiting business professionals for the PRICE High School Program Speakers Forum.
- Developing a financial services career ladder initiative.
- Conducting a CSSC Job Fair on September 22nd for the 34 potential graduates of Class 6 of the program.
- Exploring the FSWI Redeployment Process with regional outplacement firms.

If you would like to find out more about the activities of the Financial Services Cluster or have questions and comments, please contact:

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