If Your Technology Has Improved Since 1984...

Why Are You Still Using Outdated Staffing Solutions?

J2 SOLUTIONS
PEOPLE. PARTNERSHIP. PERFORMANCE.

Staffing and Recruiting Have Evolved Over the Years

According to the U.S. Bureau of Labor and Statistics (BLS)[1], the overall U.S. unemployment rate was 7.2%. Technical, sales, and administrative support jobs were lumped together. In Q4 of 1984, this sector had grown 3.2% YOY.

Technology Employment Has Grown Exponentially

Tech jobs are now listed as a separate category: information[2]. The latest data shows tech unemployment at just 2.1 percent.[3]

Computers Are Everywhere Now – So Are Technology Jobs

Tech has grown so pervasive you would be hard-pressed to think of a career that uses no computing power whatsoever. In 2023, nearly every job is a STEAM (science, technology, engineering, arts, and math) job4. Even a job as off-grid as a park ranger will use GPS technology to find their way around.
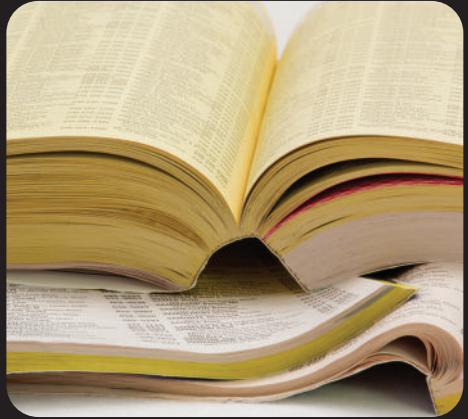
Remember Specialized Resume Paper?

If you were a hiring manager in 1984, you might be guilty of judging people by the quality of their resume paper (unless they had faxed it to you). You would definitely expect them to appear for their interview wearing a power suit.

It's Not 1984 Anymore. Times have Changed.

A pterodactyl is (almost) as likely to land on your desk as a phone book. Recruiting expert Lou Adler said of recruiting in the 1980s, "The primary tool used to find initial prospects was a directory of companies by industry that listed their products, main phone numbers, and an outdated list of the names of their senior executives."[5]

There's a Computer on Every Desk – And in Almost Every Home

Even people who don't have home computers are likely to have some sort of mobile device and internet access. According to 1984 census data[6], just 24.6% of workers used a computer at work; only 9.1% of people owned a home computer.

They were probably using the IBM PC AT 1984, which cost $3,000, or something similar. In 2023 the percentage of families that own a home computer is projected to reach 93.3%.[7]

It's Not Your Parents' (or Grandparents') Job Market

Hiring has changed dramatically since the Apple Big Brother ad aired during Super Bowl XVIII. Today's workplace is more collaborative, diverse, and specialized. In 1984, you'd ask an applicant how many words per minute they typed. Now even the question "Can you code?" is not nearly specific enough.

Let's Look Back

Technology. Innovation. Pop Culture.

1984 TECHNOLOGY TRIVIA
- Mark Zuckerberg was born.
- Bill Gates appeared on the cover of Time Magazine holding a floppy disk.
- Tetris was created.
- The World Wide Web was still ten years away.
- PCs were running on DOS; Windows was still a year away
- Apple's 1984 Macintosh commercial was aired during the Super Bowl.
- Steve Jobs released the first Macintosh computer (price: $2,500).
- The Sony Walkman was the hottest music tech.

TECHNOLOGY COMPANIES FOUNDED IN 1984
- Dell Computers
- Cisco
- Lenovo
- Prodigy
- Research In Motion (Blackberry)

1984 IN SPORTS
- Los Angeles Raiders won the Super Bowl
- Detroit Tigers won the World Series
- Boston Celtics won the NBA Final
- Chicago Bulls drafted Michael Jordan
- John McEnroe and Martina Navratilova won U.S. Open

at 1984

1984 AVERAGE COSTS IN THE U.S.
- New home price was $79,000.
- Monthly rent was $350.
- A new car cost $11,374.
- Eggs cost $.89 a dozen.
- A movie ticket was $2.50

1984 MOVIES
- Gremlins
- Karate Kid
- Footloose
- Ghostbusters
- Terminator
- Sixteen Candles

1984 MUSIC
- Purple Rain by Prince
- Thriller by Michael Jackson
- Eyes Without A Face by Billy Idol
- Jump by Van Halen
- The Heart of Rock & Roll by Huey Lewis & The News

1984 TELEVISION
- A-Team
- Cheers
- Dukes of Hazzard
- Family Ties
- Knight Rider
- Magnum, P.I.

1984 BABY BOY NAMES
- Michael
- Christopher
- Matthew
- Joshua

1984 BABY GIRL NAMES
- Jennifer
- Jessica
- Ashley
- Amanda

Computer Jobs Have Changed, Too

Keypunch operator was a common computer-related job up until the 1970s. The BLS Predicted in 1978 that the number of keypunch operators would drop from 273,000 to 230,000 by 1990.[8]

Experts Underestimated the Speed at Which Technology Would Evolve

By 1984 these jobs were nearly non-existent, and by 1987, punch card technology was virtually obsolete.[9] Some of the top jobs in technology in 2023 didn't even exist in 1984, like positions in cybersecurity, web development or Windows environments.

The Workplace Has Grown Increasingly Technology-Centric

In 1978, there were 1.16 million computer and related jobs. Economists with the U.S. Bureau of Labor Standards (BLS) predicted that number to rise to 2.14 million by 1990.8 The actual number was even greater – close to 4.7 million.[10]

In 2023, there are currently 9 million technology jobs,[11] not including the total number of people who use some sort of technology in their work.

Why Staff Like it's 1984?

You Need 21st Century Staffing Solutions.

Exponential growth in technology since 1984 has driven increased demand for technical talent. The best way to respond to this demand is with a recruitment firm specializing in technical recruiting – like J2 Solutions.

Since 2002, J2 Solutions has been a trusted IT staffing partner. We are located in the Greater Philadelphia Area and recruit nationwide for clients ranging from start ups to Fortune 1000 companies.

Our focus is on personal service, building lasting relationships, proactive planning, and radical transparency. We have proven expertise and more than two decades of experience in identifying and attracting IT talent.

As technical recruiters, J2 takes a different approach – it's client-centric – designed to uncover, analyze, and fulfill your IT talent needs.

J2's Client-Centric Approach Delivers

Faster hires. Increased productivity. Improved retention.

And an exceptional experience. J2 Solutions

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SOURCES:

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