

Note that this document is the most updated list of demand occupations in our region (approved January 2010). The list for our region on the State of Michigan's No Worker Left Behind website may not contain the most updated information.

Barry/Branch/Calhoun Service Delivery Area 2010 Occupational Skills/Demand Areas OUTLOOK

80% of available jobs in Michigan will require less than a four-year degree. They will require technical training, work experience or some post-secondary education. 40% are considered "mid-skill" jobs with a higher than average wage. Our overall job expectation is a 6.9% increase or 7,280 jobs with an expected population increase of just 1.3% (97% of the MWA growth is present in Barry County).

1. Sales, Service and Marketing

These occupations will experience some of the fastest growth in the region increasing by **9.1%%** or **1,365** jobs for service, **4.5%** OR 485 jobs for sales and **8.6%** or **1,410** jobs for "professional specialty" through the year 2014; overall job expectation will be 6,060 jobs. Overall category average growth is 8.3%. Most of the growth will occur in unique services such as marketing and sales, building and grounds, food preparation, management, and customer service, in addition to increasing high demand in cashiers, wait staff, and auditors. Occupations in the sales, service and marketing area include:

Occupation	% growth	# of jobs	High Skill, High Wage (A)	Fastest Occupation Area (B)	Largest Labor Demand (C)
Sales Agents (real estate, insurance, computer/electronic equipment, financial services, etc.) (Sales Mgr. 4.2%)	8.7%	155	X (Sales Reps)	(Bill Collectors 16.8% or 25 jobs)	(Sales Reps 115 jobs)
Marketing and Sales	12.3%	226			
Cashiers and Tellers	19.9%	104		X	X
Public Relations	16.4%	35			
Hairstylists / Barber	12.3%	40			
Professional Specialty (incl. employment specialists & recruitment – 28.7% or 55 jobs)	31.1%	235	X	X	
Food Service Management	9.2%	25			
Food Preparation	11.7%	195			X
Wait Staff	11.4%	160			X
Retail / Service Sales (stock clerks – 72)	8.5%	148			X
Accountants/Auditors	14.4%	95	X		X
Management, Management Analyst	4.6%	340			
Training and Development Specialists	17.9%	30	X		

Key: Column A = Wage of between \$15 - \$18, depending upon sector with specific education requirements; **Column B** = the projected fastest growing job category at 15% or more over the period; **Column C** = the projected largest number of annually estimated job openings of 25 or more.

Source: Michigan LMI/DELEG

January 2010 - revised

Occupation	% growth	# of jobs	High Skill, High Wage	Fastest Occupation Area	Largest Labor Demand
Building and grounds labor/ management (incl. janitors, maids)	12.1%	250			X
Designers, Commercial and Industrial	10.8%	50			
Customer Service Representatives	23.5%	195		X	X
Sales, Retail Stock & Office Clerks	18.7%	280			

2. Health Services

A 17.2% increase for professional specialties and a 8.6% increase for technicians are expected through the year 2014 in health related services; overall job expectations to increase 17.3% or 1,605 jobs. Occupations include (representing 26% of all job increases for this period):

Occupation	% growth	# of jobs	High Skill, High Wage	Fastest Occupation Area	Largest Labor Demand
Dental Hygiene	22.7%	40		X	
Physical , Occupational and Speech Therapy Asst.	27.1%	45	X	X	
Respiratory Therapy	17.1%	20	X	X	
Radiography	15.4%	20	X		
Personal / Home Care Aides	27.1%	135		X	
Nurses: Registered & Licensed	19.6%	330	X	X	X
Orderlies; Nurses Aides	10.9%	145			X
Unit Support Staff	10.4%	15			
Medical Assistants (records mgmt.)	34.4%	110		X	
Medical Technicians (lab, pharmacy, surgical, emergency medicine)	10.5%	100	X		
Health Service Managers	19.1%	45	X		
Physicians; Treating Practioners (physician assistants – 36.5% or 25 jobs)	27.5%	145	X	X - Phys. Asst.	X

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Occupation	% growth	# of jobs	High Skill, High Wage	Fastest Occupation Area	Largest Labor Demand
Pharmacists; Pharmacy Technicians	27.5%	20	X	X	
Opticians	11.2%	10	X		
Veterinarians; Technicians	35.9%	25	X		
Fitness Trainers	17.5%			X	

3. **Business, Office or SOCIAL SERVICES Support and Clerical**

Administrative support occupations are expected to increase 2.7% overall with 295 jobs but Executive, Administration will increase 4.6% through the year 2014. Technological changes will have a negative impact on some occupations as automated systems replace some workers. Computer skills are becoming critically important in nearly all occupations with anticipated growth of 170 jobs. Included are the following occupations:

Occupation	% growth	# of jobs	High Skill, High Wage	Fastest Occupation Area	Largest Labor Demand
Administrative Assistant	1.9%	210			
Secretarial, Reception, Information Clerk	13.9%	160			X
Social, Human Service Managers	12.6%	30			
Computer Support Specialist	10.8%	20			
Data Base Administrator; Analyst	17.6%	55	X	X	
Certified Network Administrator	26.9%	25	X	X	
Computer Engineers	26.5%	10	X	X	
Software Application Specialist	29.5%	35	X	X	
General Managers; CEOs	7.1%	110	X		
Business Management, Operations, Finance, Analysts	11.1%	220	X		
Technicians and Related Support	10.8%	25			
Computer/IT Managers	19%	15	X	X	

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4. Social Services Sector

As the population ages, there is increasing demand in the social services sector. It is anticipated that this job category will increase 11.1% overall or net 210 jobs through 2014. Many of these jobs are high skill and high wage also. Jobs include:

Occupation	% growth	# of jobs	High Skill, High Wage	Fastest Occupation Area	Largest Labor Demand
Child Care Workers	10.4%	70			
Personal Care Workers	9%	60			
Social Workers	10.6%	100	X		
Social Service Assistants	14.8%	35			
Life Science Technicians	5.7%	35			
Market/Survey Researchers	9%	5	X		

5. Law Enforcement and Related Positions

There is no significant change in demand expected through the year 2014. Continued operation of prisons in the MWA (unless a local closing) will require additional correction officers and other administrative law enforcement support fields. Increases are largely due to retirements/replacements. Occupations include:

Occupation	% growth	# of jobs	High Skill, High Wage	Fastest Occupation Area	Largest Labor Demand
Correction Officers (State Civil Service)	6.4%	35			
Correction Officers (County)	19.8%	75	X		
Local Law Enforcement Officers	decline				
Lawyers, Legal Assistants	14.5%	25	X		
Paralegals	decline				
Fire & Safety Officials (Homeland Security)	6.2%	30			

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6. Industrial Labor

Between now and 2014, general production will flat at .7% or net 110 jobs; Michigan will see slight growth in managers/supervisors, fabricators, assemblers, food manufacturing, and machine repairers. We continue to see slight demand for workers through attrition, mobility, startups & expansion, however, local data supports minimal growth. These occupations include:

Occupation	% growth	# of jobs	High Skill, High Wage	Fastest Occupation Area	Largest Labor Demand
Operation managers	10%	95	X		X
Pressing Machine Operators	decline				
Metal Unit Assemblers (incl. sheet metal)	4%	99			X
First Line Workers/Supervisors	4.2%	45	X		
Metal, Plastics Line Workers	15.5%	50			
Food Manufacturing	5.2%	185			
Transportation Equipment Labor	8%	72			
Machine Setters; Operators	15.7%	120	X		
Welding Machine Workers; Welders	14%	65	X		
Hand Packers, Packagers	-16%	76			X
Electrical Unit Assemblers, Repairers	6.2%	20	X		
Industrial Machine Repairers	9.4%	110	X		
Precision Production, Craft, Repairers	decline				
Production Supervisors, Inspectors	11.6%	105	X		
Industrial Supervisors	14.9%	20			
Numerical Control Machine Operators	decline				
Stock Clerks, Order Fillers		72			X
Steel, Iron Workers	15.9%	25	X		

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7. Industrial/Technological Skills

The occupations listed below will show moderate to above average growth through the year 2014 at a rate of approximately 6.4% overall. It is noteworthy that the majority of these positions require significant post secondary education and/or technical training.

Occupation	% growth	# of jobs	High Skill, High Wage	Fastest Occupation Area	Largest Labor Demand
Automotive and Service Technicians	10.2%	45			
Industrial Engineers (Mechanical, Electrical); all other = 50 jobs	23.5%	205	X	X	
Electronic Office Machine Repair	decline				
Engineering Technicians	16.4%	90			
Quality Control	7.6%	50			
Tool & Die Makers	decline				
Industrial Electronics, Electricity	decline	15	X		
Drafter (including CAD/CAM Operators)	9.9%	55	X		
Production Processing	decline				
Physical, Social, Environmental Technician	decline				

8. Skilled Trades including Education

Occupations in these fields will have more moderate growth than experienced in the previous 5 years through 2014. Most of these occupations require college or post secondary education. Construction and repair is expected to increase by 6.2% or 360 jobs despite the collapse of the home market. Education marks the largest increase of 715 jobs overall. These occupations are:

Occupation	% growth	# of jobs	High Skill, High Wage	Fastest Occupation Area	Largest Labor Demand
General Industrial Production	9%	70	X		
Industrial Sheet Metals	12.6%	35			

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Occupation	% growth	# of jobs	High Skill, High Wage	Fastest Occupation Area	Largest Labor Demand
HVAC/Refrigeration; Maintenance	25.6%	25	X		
Operating Engineers	14.7%	75	X		
Production Set-up; Start-up	decline				
Carpenters and Wood Mechanics	16.8%	240	X		
Construction Supervisors/Managers	14.7%	25	X		
Bricklayers, Masons, Concrete Finishers	14.2%	25	X		
Paving / Surface Operators	5.5%	10	X		
Industrial Machine Tool (including CNC Operators; Maintenance)	15.7%	120	X		
Electronics Technology; Electricians	23.8%	75	X		
Plumbing and Pipefitting	12.1%	55	X		
Computer Controlled Machine Operators	15.7	120	X		X
Alternative Energy (MWA estimates)	(est.)	900		X	X
Pilots (WMU occupation demand source*)	17%	20	X		
Airframe/Power Plant (A&P) Technicians*	12.4%	65*	X	X	
Aircraft Assemblers *	11.4%	15	X	X	
Educational Administration	22.9%	35	X	X	
Teachers (Sec. & Post-Sec.and Special Education); Substitutes	22.7%	505	X	X	X
Self-Enrichment & Adult Ed Teachers	8%	55			
Teachers Assistants	9.7%	50			X

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9. Miscellaneous Occupations

During the period ending 2014, these occupations will have a positive growth impact on the MWA:

Occupation	% growth	# of jobs	High Skill, High Wage	Fastest Occupation Area	Largest Labor Demand
Truck Drivers or Transportation Specialists	7.5%	525			X
Fork Lift Drivers / Operators, Transportation Support and Equipment Handlers	8.3%	155			
Leisure-time/Recreation (including: agri-business, forestry, fishing @ -4.1% and gaming @ .9% or 637 jobs)	7.4%	95			
Government Sector (casino??)					

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