

Barry/Branch/Calhoun Michigan Works! Local Occupations in Demand

According to Workforce Investment Act (WIA) legislation, training services are to be directly linked to occupations that are in demand, meaning that these occupations are in sectors of the economy that have a high potential for sustained demand or growth in the local area.

On a yearly basis, the Job Market/Employer Involvement Committee of the Workforce Development Board compiles the attached list of local In Demand Occupations. In order to determine the list, the Committee looks at Federal and State occupational and labor market data, and may informally gather information from area businesses. Based mainly on the concrete data presented from the Federal and State levels, the list is compiled which is reflective of high growth/high demand occupations for our area.

The Committee makes a recommendation to the full Board to adopt this list for the year. This list is then distributed to the contractors, among others, who use the list with their customers to determine which occupations are eligible for training service funding. Note that the list also provides guidance regarding occupations with the highest wages, the fastest growth and the largest number of anticipated openings in our region.

In 2009, the Committee discussed situations within our diverse MWA where sector job growth may be vastly different between the three counties (e.g.: while agri-business throughout the MWA is down by 4.1%, it is a growth sector in Barry County). In other words, while the net jobs outlook might be a decline, specific areas might in fact experience an increase in the job outlook.

The Board approved the Committee's recommendation to adopt a waiver process which allows financial support for education and training in occupations that are not on the current list but where job sector growth can be otherwise demonstrated via the waiver application process. This waiver policy follows the Occupations in Demand list.

**Barry/Branch/Calhoun Service Delivery Area
2011 Occupational Demand Areas
OUTLOOK TO 2016**

1. Sales, Service and Marketing

Occupation & Standard Occupational Classification (SOC) Number	% growth	# of jobs	High Demand, High Wage (A)	Fastest Growth Area (B)	Largest Labor Demand (C)
Cooks, Restaurant (35-2014)	11.3%	35		X	X
Hairdressers, Hairstylists, Cosmetologists (39-5012)	8.8%	45		X	X
First-Line Sup/Mgr of Retail Sales Wrkrs (41-1011)	4.9%	60		X	X
Sales Reps, Whls/Mfg, Ex Tech/Sc Product (41-4012)	6.5%	55		X	X
Retail Salespersons (41-2031)	8.3%	250			X
Comb-Food Prep/Svc Worker, Inc/ Fast/Food (35-3021)	9.9%	195			X
Janitor/Cleaner, Ex Maid/Hsk Cleaner (37-2011)	9.2%	175			X
Wait Staff (35-3031)	9.8%	160			X
First-Line Sup/Mgrs: Food Prep/Serv Wrkrs (35-1012)	6.4%	35		X	
First-Line Sup/Mgrs: Housekeep/Jantrl Wrkr (37-1011)	10.3%	15		X	
First-Line Sup/Mgrs: Landscaping Workers (37-1012)	13.3%	10		X	
First-Line Sup/Mgrs: Personal Serv Wrkrs (39-1021)	10.3%	15		X	
Barbers (39-5011)	8.3%	5		X	
First-Line Sup/Mgr of Non-Retail Sales Wrkrs (41-1012)	7.6%	15		X	
Advertising Sales Agents (41-3011)	16.4%	10		X	
Insurance Sales Agents (41-3021)	13.3%	25		X	
Sales Reps, Services, All Other (41-3099)	17.5%	30		X	
Sales Reps, Whls/Mfg, Tech/Sc Product (41-4011)	6.8%	10		X	
Real Estate Brokers (41-9021)	7.7%	5		X	
Real Estate Sales Agents (41-9022)	8%	10		X	

2. Health Services

Occupation & Standard Occupational Classification (SOC) Number	% growth	# of jobs	High Demand, High Wage (A)	Fastest Growth Area (B)	Largest Labor Demand (C)
Registered Nurses (29-1111)	19.6%	355	X	X	X
Pharmacy Technicians (29-2052)	22.8%	50		X	X
Licensed Practical & Licensed Voc. Nurses (29-2061)	10.6%	70		X	X

Occupation & Standard Occupational Classification (SOC) Number	% growth	# of jobs	High Demand, High Wage (A)	Fastest Growth Area (B)	Largest Labor Demand (C)
Nursing Aides, Orderlies & Attendants (31-1012)	12.4%	155			X
Medical Assistants (31-9092)	34.4%	145		X	X
Home Health Aides (31-1011)	36.4%	160		X	X
Physician Assistants (29-1071)	27.5%	25		X	
Occupational Therapists (29-1122)	12.1%	10		X	
Physical Therapists (29-1123)	21%	20	X	X	
Respiratory Therapists (29-1126)	20.5%	15		X	
Speech-Language Pathologists (29-1127)	7.7%	5		X	
Medical/Clinical Laboratory Technologists (29-2011)	12.1%	5		X	
Medical/Clinical Laboratory Technicians (29-2012)	8.8%	5		X	
Dental Hygienists (29-2021)	17.3%	25	X	X	
Radiologic Technologists & Technicians (29-2034)	12.2%	15		X	
Emergency Medical Technicians & Paramedics (29-2041)	19.4%	15		X	
Medical Records/Health Info Technicians (29-2071)	9%	10		X	
Opticians, Dispensing (29-2081)	13.1%	10		X	
Health Technologists & Technicians (29-2099)	11.3%	25		X	
Physical Therapist Assistants (31-20210)	25%	20		X	
Dental Assistants (31-9091)	14.7%	20		X	
Veterinarians (29-1131)	28.2%	40	X	X	
Personal & Home Care Aides (39-9021)	27.1%	70		X	
Pharmacists (29-1051)	12.9%	5	X		

3. Business, Office and Social Services Support and Clerical

Occupation & Standard Occupational Classification (SOC) Number	% growth	# of jobs	High Demand, High Wage (A)	Fastest Growth Area (B)	Largest Labor Demand (C)
Farm/Ranch/Other Agricultural Managers (11-9011)	5.5%	45		X	X
Education Administrators: Elem/Sec School (11-9032)	6.9%	15		X	X
Managers, All Other (11-9199)	7.3%	40		X	X
Employment/Recruit/Placement Specialists (13-1071)	16.1%	40	X	X	X
Logisticians (13-1081)	10.4%	30		X	X
Business Operations Specialists - All Other (13-1199)	14.9%	145	X	X	X
Accountants & Auditors (13-2011)	8%	35		X	X
Management Analysts (13-111)	5%	20			X
Computer Specialists, All Other (15-1099)	2.4%	5			X

Occupation & Standard Occupational Classification (SOC) Number	% growth	# of jobs	High Demand, High Wage (A)	Fastest Growth Area (B)	Largest Labor Demand (C)
Medical & Health Services Managers (11-9111)	13.9%	20	X	X	X
First Line Sup/Mgr Office/Admin Support (43-1011)	1.3%	10			X
Bookkeeping/Accounting/Auditing Clerks (43-3031)	6%	70		X	X
Customer Service Reps (43-4051)	23.5%	195		X	X
Exec Secretaries & Admin Assistants (43-6011)	5.7%	25		X	X
Office Clerks, General (43-9061)	10.6%	230			X
Construction Managers (11-9021)	8.5%	10		X	
Social/Community Service Managers (11-9151)	14.1%	10		X	
Claims Adjusters/Examiners/Investigators (13-1031)	8.2%	10		X	
Compliance Officer, Ex Ag/Con/Hlth/Sft/Tr (13-1041)	10.6%	10		X	
Cost Estimators (13-1051)	8.9%	20		X	
Training & Development Specialists (13-1073)	6.1%	10		X	
Human Resources, Training and Labor Rel (13-1079)	5.7%	20		X	
Appraisers/Assessors of Real Estate (13-2021)	7.7%	5		X	
Financial Analysts (13-2051)	8.4%	10		X	
Insurance Underwriters (13-2053)	5.3%	5		X	
Loan Officers (13-2072)	7.6%	5		X	
Financial Specialists, All Other (13-2099)	5.7%	10		X	
Computer Support Spec (15-1041)	6.5%	10		X	
Computer Systems Analysts (15-1051)	14.3%	10		X	
Network & Computer Systems Administrators (15-1071)	18.9%	20		X	
Police, Fire & Ambulance Dispatchers (43-5031)	6.7%	5		X	
Legal Secretaries (43-6012)	13%	10		X	
Medical Secretaries (43-6013)	9.4%	15		X	
Lawyers (23-1011)	13.3%	5	X		

4. Social Services Sector

Occupation & Standard Occupational Classification (SOC) Number	% growth	# of jobs	High Demand, High Wage (A)	Fastest Growth Area (B)	Largest Labor Demand (C)
Child, Family & School Social Workers (21-1021)	6.5%	25		X	X
Substance Abuse/Beh Disorder Counselor (21-1011)	12.7%	5		X	
Mental Health Counselor (21-1014)	6.3%	5		X	
Rehabilitation Counselor (21-1015)	10%	5		X	
Medical & Public Health Social Workers (21-1022)	10.4%	10		X	

Occupation & Standard Occupational Classification (SOC) Number	% growth	# of jobs	High Demand, High Wage (A)	Fastest Growth Area (B)	Largest Labor Demand (C)
Prob Off/Corr Trtmnt Spec (21-1092)	11.9%	10		X	
Social & Human Service Assistants (21-1093)	11.7%	30		X	
Clergy (21-2011)	7.4%	15		X	

5. Law Enforcement and Related Positions

Occupation & Standard Occupational Classification (SOC) Number	% growth	# of jobs	High Demand, High Wage (A)	Fastest Growth Area (B)	Largest Labor Demand (C)
Fire Fighters (33-2011)	5.6%	10		X	X
Police & Sheriff's Patrol Officers (33-3051)	6.8%	30		X	X
Correctional Officers & Jailers (33-3012)	7.5%	10		X	

6. Industrial Labor

Occupation & Standard Occupational Classification (SOC) Number	% growth	# of jobs	High Demand, High Wage (A)	Fastest Growth Area (B)	Largest Labor Demand (C)
Team Assemblers (51-2092)	3.7%	85			X
Comp Controlled Mach Tool Opers, M/P (51-4011)	5.6%	30		X	X
Multiple Machine Tool Setters/Oprs/Tndrs, M/P (51-4081)	7.3%	25		X	X
Laborers, Freight/Stock/Material Movers-Hand (53-7962)	6.5%	165			X
Aircraft Struct/Rigging & Systems Assembly (51-2011)	8.1%	5		X	
Metal-Refining Furnace Opers/Tndrs (51-4051)	9.5%	5		X	
Welders, Cutters, Solderers & Brazers (51-4121)	5.6%	10		X	
Printing Machine Operators (51-5023)	7.8%	20		X	
Laundry & Dry Cleaning Workers (51-6011)	9.2%	15		X	
Woodwork Mach Settrs/Oprs/Tndrs, Ex Saw (51-7042)	37.1%	25		X	
Dental Laboratory Technicians (51-9081)	5.6%	10		X	

7. Industrial/Technological Skills

Occupation & Standard Occupational Classification (SOC) Number	% growth	# of jobs	High Demand, High Wage (A)	Fastest Growth Area (B)	Largest Labor Demand (C)
Industrial Engineers (17-2112)	20.5%	90	X	X	X
Mechanical Engineers (17-2141)	7.3%	30		X	X
Food Scientists & Technologists (19-1012)	6.4%	10		X	X
First-Line Sup/Mgrs Mechanic/Instl/Repr (49-1011)	3.1%	10			X
Auto Body & Related Repairers (49-3021)	2.1%	10			X
Automotive Service Technicians/Mechs (49-3023)	10.6%	45		X	X
Motorboat Mechanics (49-3051)	18.9%	50		X	X
Industrial Machinery Mechanics (49-9041)	12.4%	45		X	X
Civil Engineers (17-2112)	5.8%	5		X	
Market Research Analysts (19-3021)	7.4%	5		X	
Electrical/Elect Repair, Comm/Ind Equip (49-2094)	9%	10		X	
Aircraft Mechanics & Service Techs (49-3011)	12.7%	30		X	
Bus/Truck Mechanics/Diesel Engine Specialist (49-3031)	7.2%	15		X	
Heating/Air Cond/Refrig Mechs/Instlr (49-9021)	6.9%	15		X	
Locksmiths & Safe Repairers (49-9094)	22.2%	10		X	
Installation/Main/Repair Workers, All Other (49-9099)	5.9%	10		X	
Commercial & Industrial Designer (27-1021) * (MWA)					

8. Skilled Trades including Education

Occupation & Standard Occupational Classification (SOC) Number	% growth	# of jobs	High Demand, High Wage (A)	Fastest Growth Area (B)	Largest Labor Demand (C)
Elem School Tchrs, Ex Special Ed (25-2021)	12.4%	100		X	X
Middle School Tchrs, Ex Spec/Voc Ed ((25-2022)	10%	45		X	X
Sec School Tchrs, Ex Spec Ed/Voc (25-2031)	4.6%	30			X
Teachers & Instructors, All Other (25-3099)	6.6%	40		X	X
Carpenters (47-2031)	4.4%	40			X
Operating Engineer/Other Constr. Equip Op (47-2073)	5%	25			X
Electricians (47-2111)	4.1%	15			X
Mathematical Science Teachers, Ex Spec Ed (25-1022)	20.1%	25		X	
Preschool Teachers, Ex Spec Ed (25-2011)	13.8%	10		X	
Spec Ed Teachers, Pre/Kind/Elem Schl (25-2041)	18.1%	25		X	
Spec Ed Teachers/Secondary School (25-2043)	6.7%	5		X	
Adult Lit/Remedial/GED Teachers & Instruc (25-3011)	13.3%	10		X	

Occupation & Standard Occupational Classification (SOC) Number	% growth	# of jobs	High Demand, High Wage (A)	Fastest Growth Area (B)	Largest Labor Demand (C)
Self-Enrichment Ed Teachers (25-3021)	7.1%	10		X	
Library Technicians (25-4031)	9.4%	5		X	
Instructional Coordinator (25-9031)	15.7%	15		X	
Education, Training & Library Workers (25-9099)	11.3%	15		X	
Engineering Teachers, Post-Secondary (25-1032)	23.1%	35		X	
Cement Masons & Concrete Finishers (47-2051)	5.8%	15		X	
Construction Laborers (47-2061)	7.7%	30		X	
Plumbers, Pipefitters & Steamfitters (47-2152)	5.4%	5		X	
Highway Maintenance Workers (47-4051)	7.7%	10		X	
Alternative Energy (MWA estimates) *	(est.)	900			

9. Miscellaneous Occupations

Occupation & Standard Occupational Classification (SOC) Number	% growth	# of jobs	High Demand, High Wage (A)	Fastest Growth Area (B)	Largest Labor Demand (C)
Music Directors & Composers (27-2041)	6.5%	35		X	X
Musicians & Singers (27-2042)	14.5%	35		X	X
Truck Drivers, Heavy & Tractor-Trailer (53-3032)	7.3%	80		X	X
Coaches and Scouts (27-2022)	6.2%	5		X	
Public Relations Specialists (27-3031)	12.3%	15		X	
Photographers (27-4021)	5.3%	5		X	
First-Line Sup/Mgrs: Helpers/Labor, Hand (53-1021)	6.6%	5		X	
Ambulance Drivers & Attendants, Ex EMT (53-3011)	5.4%	5		X	
Locomotive Engineers (53-4011)	8.1%	5		X	
Railroad Conductors & Yardmasters (53-4031)	8.6%	5		X	

Source: Michigan LMI/DELEG

KEY FOR
Barry/Branch/Calhoun Service Delivery Area
2011 Occupational Demand Areas

Column A – High Demand High Wage

Only ten occupations were listed in this category. A demand occupation was identified as having a high wage if it met each of the following criteria:

- The occupation has an education/training requirement of at least moderate term on-the-job training and no more than a master's degree,
- The occupation has a 2006 employment estimate among the top 60 percent of all occupations meeting the above educational/training criterion, and
- The occupation has a forecast growth rate through 2016 that is above the average rate for all occupations within the MWA
- The occupation has a wage that is among the highest within the MWA (All with an 'X' in this column have an hourly wage of at least \$26.)

Column B - Fastest Growth Areas

A demand occupation was identified as having a high job growth rate if it met each of the following criteria:

- The occupation has an education/training requirement of at least moderate term on-the-job training and no more than a master's degree,
- The occupation has a 2006 employment estimate among the top 60 percent of all occupations meeting the above educational/training criterion, and
- The occupation has a forecast growth rate through 2016 that is above the average rate for all occupations within the MWA

Column C – Largest Labor Demand

A demand occupation was identified as having a high labor demand if it met each of the following criteria:

- The occupation has an education/training requirement of at least moderate term on-the-job training and no more than a master's degree,
- The occupation has a 2006 employment estimate among the top 60 percent of all occupations meeting the above educational/training criterion,
- The occupation has a positive forecast growth rate through 2016 (greater than zero), and
- The occupation has a projected total annual job openings level which is above the 75th percentile of all occupations meeting the above three criteria within the MWA

Note that the 10 occupations at the top of each of these three categories are also **highlighted** on the list.

* Occupations marked with an asterisk are MWA designated.

**BARRY/BRANCH/CALHOUN
WORKFORCE DEVELOPMENT BOARD
Demand Occupations and Allowable Funding
Waiver Application – Approved January 2009**

Programs Affected: Workforce Investment Act – Youth, Adult, Dislocated Worker and National Emergency Grant, JET as well as Trade Adjustment Act and any subsequent workforce development funding that may be used for the purchase of education or training services.

Background: Current Workforce Investment Act regulations require the Board to establish a local Demand Occupation listing. This Board annually updates its' Occupations in Demand document and provides a copy to our Contractors, area School Districts and other stakeholders.

The Committee discussed situations within our diverse MWA where sector job growth may be vastly different between the three counties (e.g.: while agri-business throughout the MWA is down by 4.1%, it is a growth sector in Barry County). In other words, while the net jobs outlook might be a decline, specific areas might in fact experience an increase in the job outlook.

The Committee feels that Contractors should have the ability to provide financial support for education and training where job sector growth can be demonstrated. The Committee also discussed the merits of providing more up-front staff control or control for contractors with follow-up accountability. The Committee believes that having prior criteria developed and documented in the waiver application is the preferred methodology and ensures a higher degree of accountability. Given these considerations, the Committee provides the following recommendation for Board consideration.

Policy: An occupation not noted on the current Occupations in Demand document would be considered an “in demand occupation” if a contractor or customer could document current job vacancies within the past 30 days. Sources of such documentation could be: job postings via Internet, newspaper or trade magazine. The contractor or customer would also be asked to project the future job outlook for the next 9 to 12 months. Such a recommendation, if made by a contractor, would need to be supported by an employer customer(s). Such a recommendation, if made by a customer, would have to have support from a training contractor to determine training capacity. Such “waiver applications” would have to also provide information relative to transferability of skills provided through this training as well as the estimated average wage earned. Determinations for such waivers under this provision are approved on an individual contractor or customer basis and are not transferable across the contractors or customer base. All documentation must be submitted with the application designed by MWA Administrative Staff and maintained on file by the MWA, Contractor and Customer.

Contractors shall follow the policy of the Workforce Development Board in determining allowable uses of funding for On-the-Job Training and Classroom Training. Contractors shall take appropriate actions to comply with this policy letter and application “waiver application” requirements. The Occupations in Demand document is available at the MWA Administrative Office at Calhoun ISD, 17111 G Drive North, Marshall, MI 49068.

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Expiration: Ongoing