

Workforce Partnership Target Industry List

Adopted June 2013

Industry	JO, LV, WY Employment 2013	Projected Growth, 2013-2018	Earnings per Job, 2012
Professional, Scientific, and Technical Services Grades: A	52,704 A	6,536 A	\$70,173 B
Finance and Insurance Grades: B	46,031 B	5,850 A	\$68,175 B
Healthcare and Social Assistance Grades: A	61,076 A	9,718 A	\$55,567 C
Government (Public Administration) Grades: A	63,564 A	3,609 B	\$62,493 B
Wholesale Trade Grades: C	25,308 C	702 D	\$80,017 A
Transportation and Warehousing Grades: C	21,440 C	1,472 C	\$50,865 C
Manufacturing Grades: B	34,855 B	1,357 C	\$72,049 B
Construction Grades: D	20,952 D	475 D	\$55,191 C

Grades are calculated based on rank order of each industry sector on each variable. Ranked industries are grouped into quintiles and quintiles are assigned letter grades in descending order.

About This List

The Workforce Partnership board developed this list to guide the direction of workforce activities in our region. It is intended to set priorities for the board, Workforce Partnership staff, one-stop partners, and other stakeholders interested in workforce development in our region.

Uses of this List

The Workforce Partnership Target Industry List should provide valuable information to anyone with an interest in making more and better connections between employers and job seekers in our region. It may be used differently by individuals and groups in different roles in the workforce development system.

Workforce Partnership board - The board will use this list to determine what industries it focuses on for special initiatives, including grant proposals, sector strategies, employer roundtables, and other efforts.

Workforce Center staff - The staff in our workforce centers will use this information in both job seeker and employer services. Workforce Investment Act (WIA) funded training will be limited only to targeted industries, and targeted industries will be highlighted by career counselors. Business services staff will focus on targeted industries, and correspondence to the target industry list will be a key factor in determining the degree of services staff are able to offer to employers.

Partners- This information will be shared with training providers and other partners. Partners will be encouraged to develop training and other programs to meet the needs of targeted industries. Information will also be shared with economic development organizations to help them supplement their priority setting in retention and recruitment activities.

Job seekers - The Target Industry List will be published on the Workforce Partnership web site and through other means. Youth, job changers, people in need of training, and others will use this list to determine their job search lifelong learning priorities.

Why target industries?

Many workforce boards use targeted or demand occupation lists for much of their work, particularly in determining training priorities. We have chosen to target industries instead, for several reasons. First, we view workforce development as an important component of economic development, and targeting industries rather than occupations helps us align our efforts with economic development partners. Second, targeting industries leads us toward developing sector strategies, which is a approach that funding sources, consultants, and others encourage as a demonstrated way to meet workforce needs. Third, while we want to avoid paying for training that is not likely to lead to employment, we feel that targeting occupations can be too limiting. Targeting industries provides sufficient breadth while also focusing our efforts. Finally, the inclusion of key occupations and occupational groups in the following detail still provides occupational guidance to staff and job seekers.

Target Industry Sector
Professional, Scientific, and Technical Services

Local Area III has a high concentration of companies in the professional, scientific, and technical services. This sector includes companies in such disciplines as law, engineering, accounting, and architecture, among others. Much of the region's high-tech activity, including significant information technology activity, occurs in this sector. As a result, it contains many of the region's best job opportunities.

Sector Data	2013 LA III Jobs	5-year projected growth	Earnings per job
Data	52,704	6,536	\$70,173
Grades	A	A	B

Top Subsectors	2013 LA III Jobs	5-year projected growth	Earnings per job
Legal Services	4,015	357	\$85,171
Accounting, Tax Preparation, Bookkeeping and Payroll Services	5	500	\$43,519
Architectural, Engineering, and Related Services	9,723	1,250	\$95,048
Computer Systems Design and Related Services	9,663	987	\$88,342
Management, Scientific, and Technical Consulting Services	10,208	1,886	\$70,199
Scientific Research and Development Services	2,421	539	\$80,090
Advertising, Public Relations, and Related Services	3,617	291	\$51,158

Top Occupation Groups	Est. Jobs	% of Industry Jobs	10-year projected growth	Earnings per job
Office and Administrative Support Occupations	12,122	23.0	982	\$33,105
Computer and Mathematical Occupations	7,958	15.1	2,992	\$76,040
Business and Financial Operations Occupations	7,431	14.1	1,315	\$68,430
Architecture and Engineering Occupations	5,903	11.2	2,361	\$71,522
Legal Occupations	4,269	8.1	2,105	\$86,651

Highlighted Occupations	Est. Jobs	% of Industry Jobs	10-year projected growth	Earnings per job
Software Developers and Programmers	3742	7.1	1822	\$56,522
Accountants and Auditors	2688	5.1	564	\$66,994
Lawyers	2688	5.1	175	\$124,179

Target Industry Sector
Finance and Insurance

It may come as a surprise to many that our region has a high concentration of businesses and jobs in the finance and insurance sector, compared to the rest of the nation. This sector includes employment involving a wide range of skill levels, offering opportunity for individuals to enter the industry at a relatively low level with career pathways allowing them to advance, with additional training.

Sector Data	2013 LA III Jobs	5-year projected growth	Earnings per job
Data	46,031	5,850	\$68,175
Grades	B	A	B

Top Subsectors	2013 LA III Jobs	5-year projected growth	Earnings per job
Depository Credit Intermediation (Banks)	6,380	736	\$67,096
Securities and Commodity Contracts Intermediation and Brokerage	2,620	561	\$138,663
Other Financial Investment Activities	10,945	2,862	\$46,390
Agencies, Brokerages, and Other Insurance Related Activities	13,494	1,865	\$65,286

Top Occupation Groups	Est. Jobs	% of Industry Jobs	10-year projected growth	Earnings per job
Office and Administrative Support Occupations	6,858	47.3	914	\$33,105
Business and Financial Operations Occupations	5,897	23.0	1,567	\$68,430
Sales and Related Occupations	5,138	12.8	937	\$43,453
Management Occupations	329	8.1	134	\$108,873

Highlighted Occupations	Est. Jobs	% of Industry Jobs	10-year projected growth	Earnings per job
Tellers	4419	9.6	44	\$25,647
Customer Service Representatives	4097	8.9	369	\$34,006
Financial Analysts and Advisors	2808	6.1	713	\$84,857
Insurance Sales Agents	2578	5.6	554	\$60,335

Target Industry Sector
Healthcare and Social Assistance

Healthcare is one of the largest employment sectors in the region, and is projected to grow significantly in the next few years. This sector has a wide range of occupations that are in high demand. Many of the skills learned in healthcare are transferable to related industries, such as biotechnology.

Sector Data	2013 LA III Jobs	5-year projected growth	Earnings per job
Data	61,076	9,718	\$55,567
Grades	A	A	C

Top Subsectors	2013 LA III Jobs	5-year projected growth	Earnings per job
Offices of Physicians	9,073	1,486	\$112,420
Offices of Dentists	2,779	399	\$67,441
Offices of Other Health Practitioners	3,874	626	\$49,734
Outpatient Care Centers	1,716	361	\$53,388
Medical and Diagnostic Laboratories	2,688	87	\$67,079
Home Health Care Services	3,990	1,182	\$30,473
General Medical and Surgical Hospitals	16,065	2,003	\$61,924
Nursing Care Facilities	4,409	282	\$34,942
Community Care Facilities for the Elderly	4,200	1,555	\$31,762

Top Occupation Groups	Est. Jobs	% of Industry Jobs	10-year projected growth	Earnings per job
Healthcare Practitioners and Technical Occupations	20,277	33.2	5,678	\$78,204
Healthcare Support Occupations	12,398	20.3	4,699	\$27,090
Office and Administrative Support Occupations	9,711	15.9	2,816	\$33,105
Personal Care and Service Occupations	4,214	6.9	2,549	\$23,093
Community and Social Service Occupations	3,481	5.2	1,319	\$39,785

Highlighted Occupations	Est. Jobs	% of Industry Jobs	10-year projected growth	Earnings per job
Registered Nurses	8,123	13.3	29	\$65,277
Nursing Aides and Orderlies, and Attendants	4,703	7.7	20.7	\$26,134
Miscellaneous Healthcare Support Occupations	3,665	6.0	27.8	\$31,062
Home Health Aides	3,237	5.3	73.4	\$20,711

Target Industry Sector
Government (Public Administration)

Unlike many sectors, the Government sector does not specialize in one thing, so the occupations it supports are diverse, and generally reflect the distribution of occupations in the broader regional economy. Government is not typically a sector that workforce boards target, but it has particular importance to this region, particularly Leavenworth County, where much of the economy is driven by the military and civilian government positions at all levels--federal, state, and local.

Sector Data	2013 LA III Jobs	5-year projected growth	Earnings per job
Data	63,564	3,609	\$62,493
Grades	A	B	B

Top Subsectors	2013 LA III Jobs	5-year projected growth	Earnings per job
Education and Hospitals, State Government	5,058	593	\$54,417
Education and Hospitals, Local Government	27,666	2,651	\$47,746
Local Government, Excluding Education and Hospitals	14,515	700	\$62,078

Top Occupation Groups	Est. Jobs	% of Industry Jobs	10-year projected growth	Earnings per job
Office and Administrative Support Occupations	13,793	21.7	-731	\$33,105
Protective Service Occupations	11,569	18.2	694	\$42,845
Business and Financial Operations Occupations	6,229	9.8	112	\$68,430
Management Occupations	3,496	5.5	-84	\$108,873

Highlighted Occupations	Est. Jobs	% of Industry Jobs	10-year projected growth	Earnings per job
Police and Sheriff's Patrol Officers	3687	5.8	295	\$52,251
Postal Service Workers	2988	4.7	-792	\$51,446
Correctional Officers and jailers	2606	4.1	96	\$37,927

Target Industry Sector
Wholesale Trade

Wholesale trade serves as a component of a broader supply chain system that includes transportation and warehousing industries (also included as a targeted industry sector). Many occupations are similar to those in the transportation sector, but this sector also includes a significant sales component. A particular strength of the sector in our region is the wholesale electronic markets subsector, which focuses less on the handling of goods and more on sales connecting buyers and suppliers through electronic means.

Sector Data	2013 LA III Jobs	5-year projected growth	Earnings per job
Data	25,308	702	\$80,017
Grades	C	D	A

Top Subsectors	2013 LA III Jobs	5-year projected growth	Earnings per job
Lumber and Other Construction Materials Merchant Wholesalers	1,204	272	\$65,093
Farm Product Raw Material Merchant Wholesalers	956	270	\$90,875
Wholesale Electronic Markets and Agents and Brokers	6,173	941	\$100,425

Top Occupation Groups	Est. Jobs	% of Industry Jobs	10-year projected growth	Earnings per job
Sales and Related Occupations	6,858	27.1	1,289	\$43,453
Office and Administrative Support Occupations	5,897	23.3	519	\$33,105
Transportation and Material Moving Occupations	5,138	20.3	760	\$34,598
Management Occupations	329	6.0	27	\$108,873

Highlighted Occupations	Est. Jobs	% of Industry Jobs	10-year projected growth	Earnings per job
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	4,151	16.4	859	\$72,289
Driver/Sales Workers and Truck Drivers	2,151	8.5	301	\$39,869
Laborers and Material Movers, Hand	2,075	8.2	311	\$26,089
Material Recording, Scheduling, Dispatching, and Distributing Workers	1,772	7	53	\$30,849
Information and Record Clerks	1,316	5.2	168	\$31,781

Target Industry Sector

Manufacturing

Manufacturing remains an important sector to the regional economy. With a high multiplier effect, manufacturing's impact goes far beyond its direct employment, being responsible for a significant number of jobs with these companies' suppliers and service providers. Increasingly, manufacturing is becoming "advanced manufacturing," requiring technical knowledge, including strong mathematical ability and familiarity with computers. Most manufacturing jobs pay well compared to comparable jobs in other industries.

Sector Data	2013 LA III Jobs	5-year projected growth	Earnings per job
Data	34,855	1,357	\$72,049
Grades	B	C	B

Top Subsectors	2013 LA III Jobs	5-year projected growth	Earnings per job
Other Food Manufacturing	731	49	\$91,352
Commercial and Service Industry Machinery Manufacturing	626	133	\$83,039
Communications Equipment Manufacturing	3,495	358	\$85,658
Motor Vehicle Manufacturing	3,664	1,336	\$109,608

Top Occupation Groups	Est. Jobs	% of Industry Jobs	10-year projected growth	Earnings per job
Production Occupations	17,776	51.0	142	\$36,738
Office and Administrative Support Occupations	3,381	9.7	-196	\$33,105
Transportation and Material Moving Occupations	3,068	8.8	83	\$34,598
Architecture and Engineering Occupations	2,161	6.2	-117	\$71,522
Management Occupations	1,917	5.5	-104	\$107,873

Highlighted Occupations	Est. Jobs	% of Industry Jobs	10-year projected growth	Earnings per job
Team Assemblers	2091	6	42	\$29,117
Laborers and Material Movers, Hand	1673	4.8	-50	N/A
Miscellaneous Production Workers	1290	3.7	13	\$32,583

Target Industry Sector
Transportation and Warehousing

At first glance, this sector does not appear to be a good candidate for this list, based on the sector's grades. However, this sector is a target of the region's economic development efforts, and developments such as the BNSF intermodal park in Edgerton should increase sector employment well beyond what the data-based models suggest. This sector also has two occupations--truck drivers and forklift operators--that are among the most in demand in the region.

Sector Data	2013 LA III Jobs	5-year projected growth	Earnings per job
Data	21,440	1,472	\$50,865
Grades	C	C	C

Top Subsectors	2013 LA III Jobs	5-year projected growth	Earnings per job
Rail Transportation	1,682	57	\$84,899
General Freight Trucking	5,543	191	\$54,868
Freight Transportation Arrangement	1,447	182	\$75,563
Couriers and Express Delivery Services	3,958	290	\$45,376

Top Occupation Groups	Est. Jobs	% of Industry Jobs	10-year projected growth	Earnings per job
Transportation & Material Moving Occupations	13,271	61.9	2,933	\$34,598
Office & Administrative Support Occupations	4,224	19.7	760	\$33,105
Installation, Maintenance, & Repair Occupations	1,394	6.5	1,096	\$44,967

Highlighted Occupations	Est. Jobs	% of Industry Jobs	10-year projected growth	Earnings per job
Heavy and Tractor-Trailer Truck Drivers	4245	19.8	1057	\$45,835
Laborers and Freight, Stock, and Material Movers, Hand	2273	10.6	616	\$26,089
Bus Drivers	1244	5.8	331	\$25,209
Light Truck or Delivery Services Drivers	1136	5.3	215	\$36,612

Target Industry Sector

Construction

Construction is a sector that we have retained from our previous list. While its grades suggest against its conclusion, the Workforce Partnership board is convinced that construction remains an important industry with good career opportunities. Its grades have slipped because construction activity has suffered during the recent economic slowdown, but as the economy continues its turnaround, the board expects employment to grow and growth rates to increase.

Sector Data	2013 LA III Jobs	5-year projected growth	Earnings per job
Data	20,952	475	\$55,191
Grades	D	D	C

Top Subsectors	2013 LA III Jobs	5-year projected growth	Earnings per job
Building Equipment Contractors	5,736	554	\$67,557
Residential Building Construction	2,150	172	\$50,172
Nonresidential Building Construction	1,339	-62	\$76,290

Top Occupation Groups	Est. Jobs	% of Industry Jobs	10-year projected growth	Earnings per job
Construction and Extraction Occupations	13,700	63.9	4,562	\$47,383
Installation, Maintenance, and Repair Occupations	1,758	8.2	714	\$44,967
Management Occupations	1,201	5.6	340	\$107,843

Highlighted Occupations	Est. Jobs	% of Industry Jobs	10-year projected growth	Earnings per job
Construction Laborers	2,242	10.7	708	\$36,426
Carpenters	1,886	9.0	579	\$49,773
Electricians	1,446	6.9	475	\$52,762
First-Line Supervisors of Construction Trades and Extraction Workers	1,320	6.3	442	\$64,361
Plumbers, Pipefitters, and Steamfitters	1,069	5.1	380	\$50,837

Sources:

Current Employment, 2-Digit and 4-Digit NAICS codes

5-year employment projections, 2-Digit and 4-Digit NAICS

Average wages by industry, 2012

EMSI analysis of Johnson, Leavenworth, and Wyandotte counties generated
by Mid-America Regional Council, April 2013

Industry Grades

Workforce Partnership analysis of EMSI data

Occupational percentage of industry jobs

10-year employment projections by occupation/industry

Earnings per jobs, by occupation group

U.S. Department of Labor, Bureau of Labor Statistics, *Industry-Occupation Matrix
Data, by Industry*, http://www.bls.gov/emp/ep_table_109.htm

Earnings per occupation (Highlighted Occupations)

Kansas Department of Labor, Labor Market Information Service, *2012 Kansas Wage
Survey*, <https://klic.dol.ks.gov/gsipub/index.asp?docid=436>