

The Workforce Estimating Conference met on August 31, 2010. At that meeting, a new Statewide Occupational Demand List for FY 2011-12 was adopted. Minutes of the Conference will be posted as soon as they are available.

# 2011-12 Florida Statewide Demand Occupations List

Sorted by Occupational Title

Workforce Estimating Conference Selection Criteria:

- 1 FLDOE Training Codes 3 (PSAV Certificate) and 4 (Community College Credit/Degree)
- 2 150 annual openings and average growth rate of 1.80% or 360 annual openings with any positive growth
- 3 Mean Wage of \$12.86/hour and Entry Wage of \$10.45/hour
- 4 High Skill/High Wage (HSHW) Occupations: Mean Wage of \$20.16/hour and Entry Wage of \$12.86/hour

SOC Code†	HSHW††	Occupational Title‡	Annual	Annual	2010 Hourly Wage		FLDOE	In EFI	New to List?
			Percent Growth	Openings	Mean	Entry	Training Code	Targeted Industry?	
Occupations with titles in <b>bold type</b> and followed by an <b>asterisk (*)</b> are found in declining industries and are not projected to return to their historical peak during the forecast period. They may have an oversupply of trained workers.									
113011	HSHW	Administrative Services Managers	1.81	331	47.14	28.34	4	Yes	Yes
413011		<b>Advertising Sales Agents*</b>	1.87	354	23.42	12.58	3	Yes	
274011		Audio and Video Equipment Technicians	1.92	190	18.33	11.97	4	No	
493023		<b>Automotive Service Technicians and Mechanics*</b>	1.86	1,586	18.24	11.44	3	Yes	
433031		<b>Bookkeeping, Accounting, and Auditing Clerks*</b>	1.86	3,439	15.91	11.24	4	Yes	
472021		<b>Brickmasons and Blockmasons*</b>	3.05	276	18.42	12.79	3	No	
131199	HSHW	Business Operations Specialists, All Other	1.86	2,966	30.06	17.07	4	Yes	
535021		Captains, Mates, and Pilots of Water Vessels	2.82	246	37.28	12.64	3	No	Yes
292031		Cardiovascular Technologists and Technicians	2.57	200	19.70	11.63	3	Yes	
472031		<b>Carpenters*</b>	2.87	1,978	17.39	11.63	3	Yes	
472051		<b>Cement Masons and Concrete Finishers*</b>	3.54	487	15.98	11.51	3	No	
131031	HSHW	<b>Claims Adjusters, Examiners, and Investigators*</b>	1.24	603	26.79	17.39	3	Yes	
532012	HSHW	Commercial Pilots	2.12	176	40.56	21.57	3	No	Yes
131072	HSHW	<b>Compensation, Benefits, and Job Analysis Specialists*</b>	2.93	224	25.44	17.05	4	Yes	
131041	HSHW	Compliance Officers, Exc. Safety, Agri, Constr & Transp.	2.45	668	23.80	15.56	3	Yes	
151031	HSHW	Computer Software Engineers, Applications	3.35	750	40.23	25.18	4	Yes	
151041		Computer Support Specialists	1.91	1,530	19.63	13.65	3	Yes	
151051	HSHW	<b>Computer Systems Analysts*</b>	2.26	953	34.42	22.91	4	Yes	
474011	HSHW	Construction and Building Inspectors	2.03	264	26.03	18.70	3	Yes	
119021	HSHW	<b>Construction Managers*</b>	2.69	990	50.52	29.31	4	Yes	
333012		<b>Correctional Officers and Jailers*</b>	0.05	774	19.03	15.41	3	No	
131051	HSHW	<b>Cost Estimators*</b>	4.43	710	28.14	17.21	4	Yes	
151061	HSHW	<b>Database Administrators*</b>	2.19	192	33.90	22.39	4	Yes	
319091		Dental Assistants	3.63	832	16.49	12.47	3	Yes	
292021	HSHW	Dental Hygienists	3.76	517	28.81	21.51	4	Yes	
292032	HSHW	Diagnostic Medical Sonographers	2.09	167	27.28	21.01	3	Yes	Yes
472081		<b>Drywall and Ceiling Tile Installers*</b>	3.22	259	16.06	12.18	3	No	
472111		<b>Electricians*</b>	2.09	1,344	19.38	14.19	3	Yes	
131071	HSHW	Employment, Recruitment, and Placement Specialists	4.59	1,009	22.35	14.85	4	Yes	
436011		<b>Executive Secretaries and Administrative Assistants*</b>	1.94	3,002	19.52	13.83	3	Yes	
332011	HSHW	Fire Fighters	1.95	1,124	23.05	14.80	3	No	
471011	HSHW	<b>First-Line Superv. of Construction and Extraction Workers*</b>	3.06	2,166	28.82	19.02	4	Yes	
351012		First-Line Superv. of Food Preparation & Serving Workers	1.30	938	16.52	11.24	3	Yes	
371012	HSHW	First-Line Superv. of Landscaping and Groundskeeping	2.07	432	21.24	14.18	3	Yes	
491011	HSHW	<b>First-Line Superv. of Mechanics, Installers, and Repairers*</b>	1.66	890	28.73	19.18	3	Yes	
431011	HSHW	First-Line Superv. of Office and Admin. Support Workers	2.02	3,283	22.85	14.74	4	Yes	
511011	HSHW	<b>First-Line Superv. of Production and Operating Workers*</b>	1.00	439	26.62	17.11	3	Yes	
411012	HSHW	<b>First-Line Supervisors of Non-Retail Sales Workers*</b>	1.61	1,086	42.99	23.10	4	Yes	
391021		<b>First-Line Supervisors of Personal Service Workers*</b>	1.77	623	20.14	12.22	3	Yes	
411011		First-Line Supervisors of Retail Sales Workers	1.36	3,333	21.08	12.82	3	Yes	
119051	HSHW	Food Service Managers	1.21	534	26.55	17.29	4	No	
111021	HSHW	<b>General and Operations Managers*</b>	0.82	1,979	48.63	23.94	4	Yes	
472121		<b>Glaziers*</b>	2.73	211	16.66	11.60	3	Yes	
271024	HSHW	Graphic Designers	1.87	753	20.25	13.32	4	Yes	
292099		Health Technologists and Technicians, All Other	2.01	191	18.71	12.69	3	Yes	

# 2011-12 Florida Statewide Demand Occupations List

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SOC Code†	HSHW††	Occupational Title†	Annual	Annual	2010 Hourly Wage		FLDOE	In EFI	New to List?
			Percent Growth	Openings	Mean	Entry	Training Code	Targeted Industry?	
Occupations with titles in <b>bold type</b> and followed by an <b>asterisk (*)</b> are found in declining industries and are not projected to return to their historical peak during the forecast period. They may have an oversupply of trained workers.									
499021		Heating, A.C., and Refrigeration Mechanics and Installers	3.83	1,218	18.95	13.09	3	Yes	
434161		Human Resources Assistants, Exc. Payroll	0.47	362	17.15	12.61	3	Yes	
499041	HSHW	Industrial Machinery Mechanics	2.65	430	21.19	14.87	3	Yes	
413021	HSHW	Insurance Sales Agents	1.65	1,915	29.53	14.49	3	Yes	
271025	HSHW	<b>Interior Designers*</b>	2.29	210	23.96	13.27	4	Yes	
436012		<b>Legal Secretaries*</b>	1.79	484	19.50	13.71	3	Yes	
292061		Licensed Practical and Licensed Vocational Nurses	2.42	2,483	19.43	16.03	3	Yes	
434131		Loan Interviewers and Clerks	1.69	586	16.59	12.23	3	Yes	Yes
132072	HSHW	<b>Loan Officers*</b>	1.93	749	28.28	15.97	4	Yes	
499042		Maintenance and Repair Workers, General	1.88	2,572	15.66	10.66	3	Yes	
292012		Medical and Clinical Laboratory Technicians	2.42	316	17.48	11.68	4	Yes	
319092		Medical Assistants	3.20	1,545	14.03	10.84	3	Yes	
499062		Medical Equipment Repairers	4.03	203	19.37	11.63	3	Yes	Yes
436013		<b>Medical Secretaries*</b>	2.48	729	13.61	10.76	3	Yes	
131121	HSHW	Meeting and Convention Planners	2.71	180	20.73	13.80	4	Yes	Yes
493042	HSHW	<b>Mobile Heavy Equipment Mechanics, Except Engines*</b>	2.71	187	20.70	14.56	3	No	
151071	HSHW	Network and Computer Systems Administrators	2.34	561	33.84	22.13	4	Yes	
151081	HSHW	Network Systems and Data Communications Analysts	5.35	1,442	34.06	21.16	3	Yes	
472073		<b>Operating Engineers/Construction Equipment Operators*</b>	2.50	651	17.36	12.73	3	Yes	
472141		Painters, Construction and Maintenance	1.99	900	15.27	10.52	3	Yes	Yes
232011	HSHW	Paralegals and Legal Assistants	2.94	841	22.33	15.35	3	Yes	
312021	HSHW	Physical Therapist Assistants	3.22	169	25.86	18.79	4	Yes	
472151		<b>Pipelayers*</b>	2.24	160	15.79	12.29	3	Yes	
472152		<b>Plumbers, Pipefitters, and Steamfitters*</b>	2.23	953	18.33	12.93	3	Yes	
333051	HSHW	<b>Police and Sheriff's Patrol Officers*</b>	0.89	1,196	26.30	18.46	3	No	
435031		Police, Fire, and Ambulance Dispatchers	2.01	251	18.28	13.01	3	Yes	Yes
339021	HSHW	Private Detectives and Investigators	2.35	169	22.65	13.19	4	Yes	Yes
119141	HSHW	Property, Real Estate & Community Association Managers	1.39	603	30.01	17.12	4	Yes	
131023	HSHW	Purchasing Agents, Except Farm Products & Trade	2.28	641	26.20	17.05	4	Yes	
292034	HSHW	Radiologic Technologists and Technicians	1.91	461	24.92	18.92	3	Yes	
419021	HSHW	Real Estate Brokers	1.74	506	34.23	14.70	3	Yes	
419022		<b>Real Estate Sales Agents*</b>	2.32	1,626	21.33	11.59	3	Yes	
291111	HSHW	Registered Nurses	2.52	6,467	30.31	22.31	4	Yes	
291126	HSHW	Respiratory Therapists	2.48	271	24.32	20.12	4	Yes	
472181		<b>Roofers*</b>	2.33	447	15.92	12.00	3	No	
535011		Sailors and Marine Oilers	2.10	188	18.07	11.74	3	No	Yes
414011	HSHW	Sales Representatives, Wholesale & Mfg, Tech. & Sci. Products	2.41	1,433	38.35	20.24	3	Yes	
414012	HSHW	<b>Sales Representatives, Wholesale and Manufacturing, Other*</b>	2.39	3,750	28.07	14.07	3	Yes	
492098		Security and Fire Alarm Systems Installers	3.08	348	17.57	13.13	3	No	
253021		<b>Self-Enrichment Education Teachers*</b>	2.19	424	18.64	10.75	3	No	
472211		<b>Sheet Metal Workers*</b>	2.40	264	18.02	12.94	3	Yes	
292055		Surgical Technologists	2.87	321	18.02	14.23	3	Yes	
173031		<b>Surveying and Mapping Technicians*</b>	2.70	326	17.88	11.97	3	Yes	

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SOC Code†	HSHW††	Occupational Title†	Annual	Annual	2010 Hourly Wage		FLDOE	In EFI	New
			Percent		Openings	Mean			
			Growth				Code	Industry?	
Occupations with titles in <b>bold type</b> and followed by an <b>asterisk (*)</b> are found in declining industries and are not projected to return to their historical peak during the forecast period. They may have an oversupply of trained workers.									
533032		Truck Drivers, Heavy and Tractor-Trailer	2.64	3,169	17.73	12.50	3	Yes	
518031	HSHW	Water and Liquid Waste Treatment Plant Operators	2.23	243	21.21	15.05	3	Yes	Yes
514121		<b>Welders, Cutters, Solderers, and Brazers*</b>	1.91	511	17.46	12.41	3	Yes	

†SOC Code and Occupational Title refer to Standard Occupational Classification codes and titles.

††HSHW = High Skill/High Wage.

EFI - Enterprise Florida, Inc.

# Workforce Estimating Conference

Florida Capitol  
Room 301  
August 31, 2010  
10:00 AM-12:00 Noon  
1-888-808-6959  
Pass Code 6724792 #

## Agenda

Welcome and Opening Remarks	Amy Baker, Economic and Demographic Research (EDR)
Florida Labor Market Update	Rebecca Rust, Agency for Workforce Innovation (AWI)
Employment Projections to 2018	Bill Dobson, AWI
Occupational Training Codes Review/Updates	Nicole Marciano, AWI
Wage Thresholds/ECI	Bill Dobson, AWI
Statewide Occupational Demand List (Action Item)	Bill Dobson, AWI, Amy Baker, EDR
Other Items, Closing Remarks	Amy Baker, EDR

### Principals of the Workforce Estimating Conference:

Conference Chair: Amy Baker, Economic and Demographic Research

Kurt Hamon, Florida Senate, Education Appropriations Committees

Allyce Heflin, Florida House, State Universities and Private Colleges Appropriations Committee

Lisa Saliba, Executive Office of the Governor

## **Workforce Estimating Conference August 31, 2010**

### **ACTION MINUTES**

#### Principals attending:

Amy Baker, Legislative Office of Economic & Demographic Research (Chair)  
Kurt Hamon, Florida Senate  
Lisa Saliba, Office of the Governor  
Allyce Heflin, Florida House of Representatives

#### Presenters:

Rebecca Rust, Agency for Workforce Innovation (AWI), Labor Market Statistics (LMS)  
Bill Dobson, AWI, LMS  
Nicole Marciano, AWI, LMS

#### Presentations:

Rebecca Rust (AWI/LMS) presented a Florida labor market and economic update. See handouts for details. Bill Dobson (AWI/LMS) presented the employment projections for 2018 and the proposed wage thresholds and Employment Cost Index criteria. He also submitted the Statewide Occupational Demand List for the principals' consideration. See handouts for details. Nicole Marciano briefed the conference on the Occupational Training Codes Review process and the resulting changes to occupations' training code assignments. See handout for details.

#### Discussion:

Conferees expressed their appreciation to staff for their work on realigning occupational training codes and noted that this work will facilitate consideration of a statewide demand list for bachelor's degree level occupations at its February 2011 meeting. Conferees requested that AWI staff circulate a proposed list for bachelor's degree level occupations well in advance of the February meeting.

Turning to the Statewide Occupational Demand List, Conferees requested that AWI generate a "short-term supply indicator" for those occupations not expected to reach 2006 employment peak levels within the forecast period. Conferees directed AWI to include this indicator in future proposed lists.

#### Actions:

The Workforce Estimating Conference met August 31, 2010 to consider criteria for the 2010-11 Statewide Demand Occupation List and the High Skilled / High Wage subset of that list and to adopt a Statewide Demand Occupation List.

#### Consensus:

The Conference agreed to training level, annual openings, growth rate, and mean wage criteria for Individual Training Account (ITA) Occupations and for High Skill / High Wage (HS/HW) Occupations. The Conference also agreed to increase the FY 2011-12

HS/HW mean and entry wage by applying the Employment Cost Index produced by the U.S. Department of Labor, Bureau of Labor Statistics to the FY 2010-11 consensus HS/HW wage criteria.

For the 2011-12 Statewide Demand Occupations List, the consensus criteria are:

1. The occupation requires postsecondary adult vocational training or a community college credit certificate, applied technology diploma, associate of applied science degree or associate degree (using the revised occupational training codes discussed above); AND
2. The occupation has 150 projected annual openings AND the projected growth rate for the occupation is above the average growth rate for all occupations (1.80%); OR the occupation has 360 projected annual openings and ANY positive growth; AND
3. For ITA occupations, the occupation pays at least a mean wage of \$12.86 per hour AND an entry wage of \$10.45 per hour. For HS/HW occupations, the occupation pays at least a mean wage of \$20.16 per hour AND an entry wage of \$12.86 per hour.

The chart below compares the consensus criteria adopted for FY 2011-12 to the previous consensus criteria for FY 2010-11.

Consensus Criteria	FY 2010-11 (OLD)	FY 2011-12 (NEW)
Education/Training Level	Requires postsecondary adult vocational training or a community college credit certificate, applied technology diploma, associate of applied science degree or associate degree	Same – but uses the revised occupational training codes developed by staff review
Annual openings	150 with projected growth rate above average for all occupations 360 with <b>any</b> growth	Same
Projected average growth rate for all occupations	1.76% average growth	1.80% average growth
Individual Training Account Occupations:		
1. Mean Wage	1. \$12.66 / hour	1. \$12.86 / hour
2. Entry Wage	2. \$10.29 / hour	2. \$10.45 / hour
High Skilled / High Wage Occupations:		
1. Mean Wage	1. \$19.84 / hour	1. \$20.16 / hour
2. Entry Wage	2. \$12.66 / hour	2. \$12.86 / hour
Employment Cost Index used to adjust High Skilled / High Wage Occupations	1.8% increase over FY 2009-10	1.6% increase over FY 2010-11

Applying these criteria, the FY 2011-12 Statewide Demand Occupations List included 91 occupations. The Conference adopted the list with the addition of the “short-term supply indicator” described in the Discussion section above. Details are shown in the handouts.



# Florida Labor Market and Economic Update

## Workforce Estimating Conference

**Florida Agency for Workforce Innovation  
Labor Market Statistics Center**



**August 31, 2010**

# Labor Force Conditions

## Seasonally Adjusted

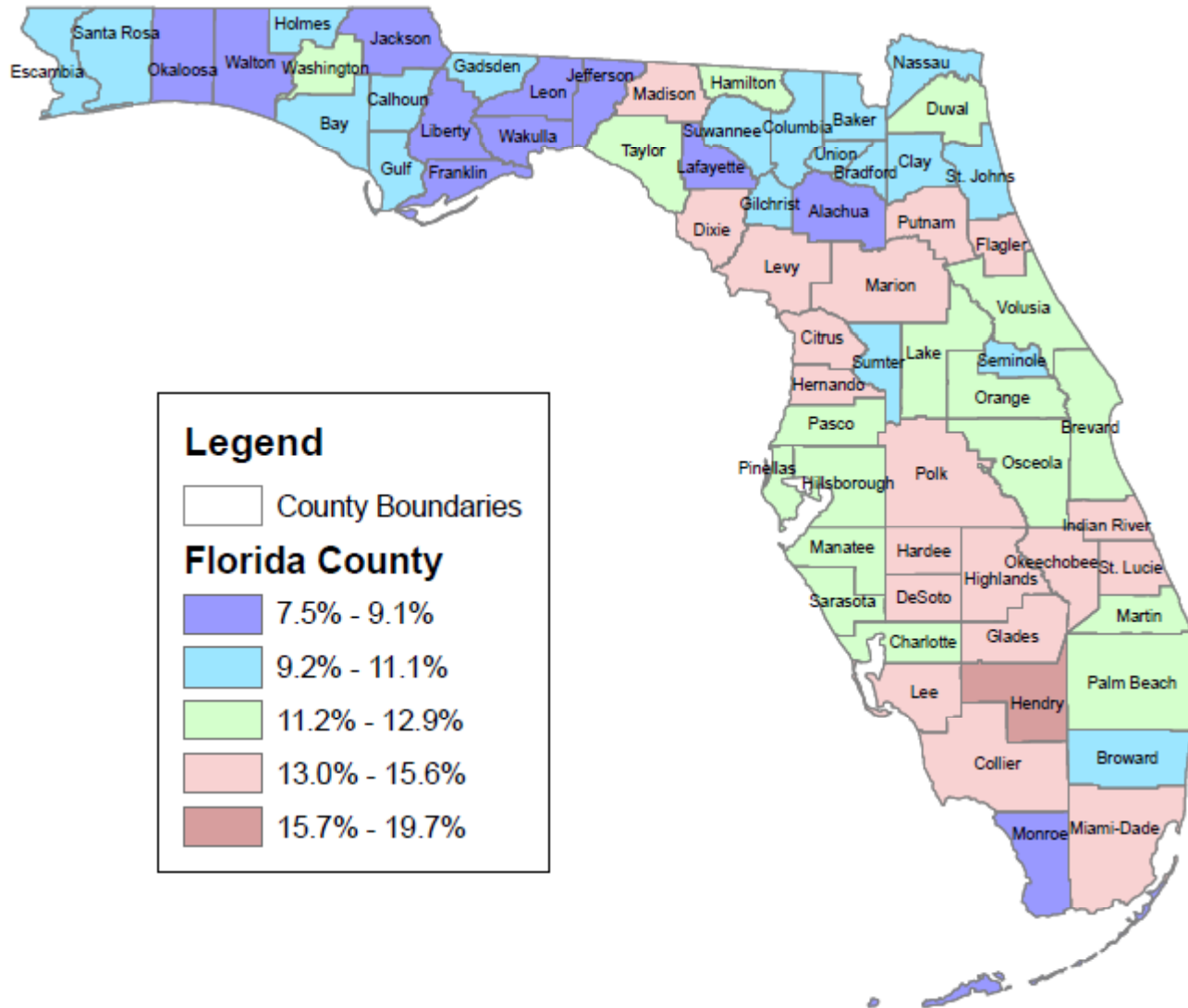
### July 2010

- The unemployment rate in the state has been higher than the national level since February 2008
- The state unemployment rate in July is down from the record high of 12.3 percent in March 2010

Area	Labor Force	Employment	Unemployment	Unemployment Rate	Year Ago Unemployment Rate
Florida	9,214,000	8,159,000	1,055,000	11.5	10.8
United States	153,560,000	138,960,000	14,599,000	9.5	9.4

Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Local Area Unemployment Statistics Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released August 20, 2010.

# Florida Unemployment Rates by County July 2010, Not Seasonally Adjusted



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Local Area Unemployment Statistics Program, released August 20, 2010.

# Unemployment Rates in the Ten Most Populous States

Seasonally Adjusted  
July 2010

State	July 2010p Unemployment Rate (%)	July 2009 Unemployment Rate (%)	Change
Michigan	13.1	14.2	-1.1
California	12.3	11.8	0.5
<b>Florida</b>	<b>11.5</b>	<b>10.8</b>	<b>0.7</b>
Illinois	10.3	10.5	-0.2
Ohio	10.3	10.6	-0.3
Georgia	9.9	9.9	0.0
North Carolina	9.8	11.0	-1.2
Pennsylvania	9.3	8.3	1.0
New York	8.2	8.7	-0.5
Texas	8.2	7.9	0.3

P = Preliminary

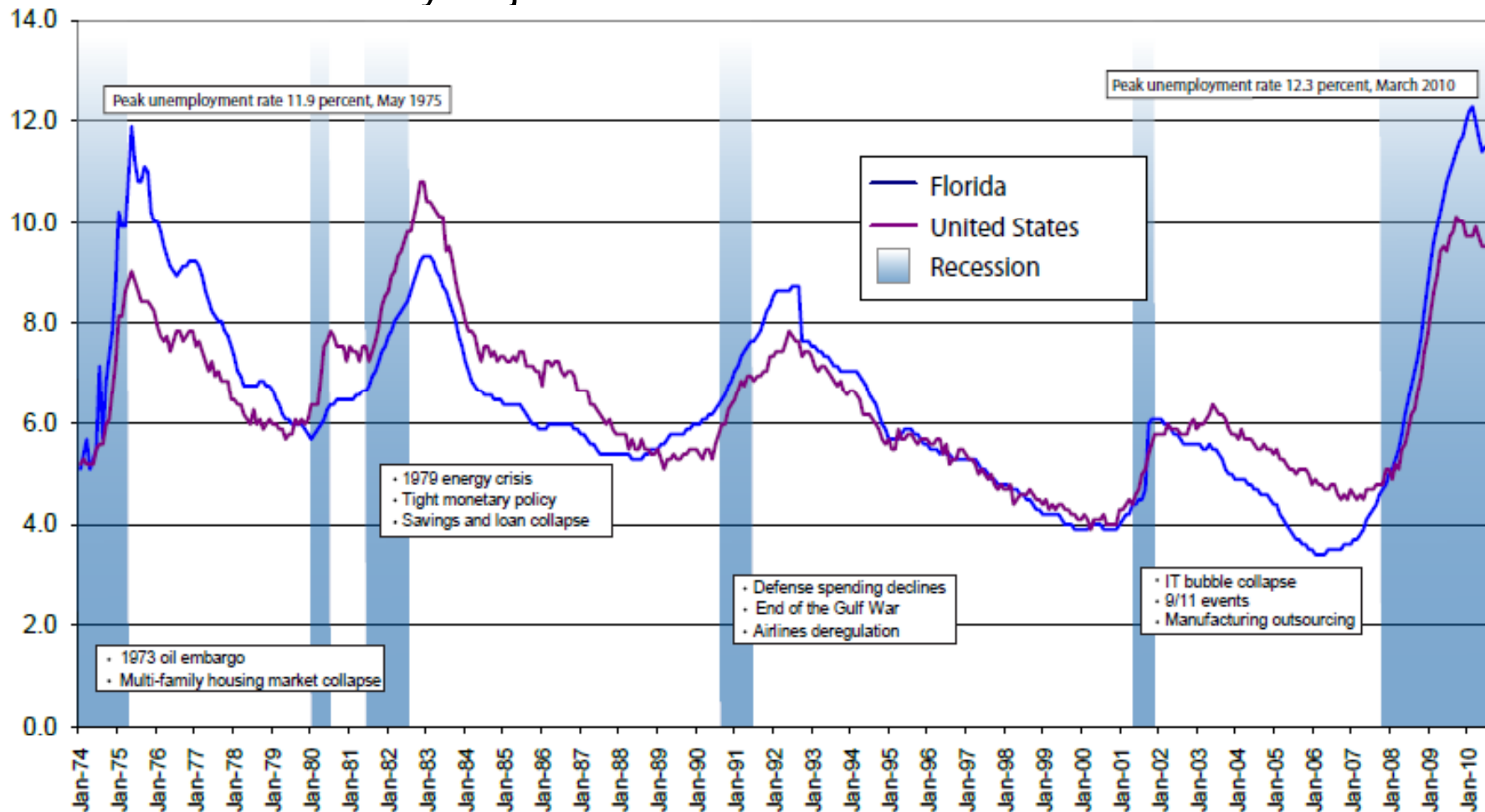
Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center and the U.S. Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics Program, released August 20, 2010.

# Unemployment Rates

Florida and United States

January 1974 – July 2010

Seasonally Adjusted



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Local Area Unemployment Statistics Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released August 20, 2010.

# Nonagricultural Employment Seasonally Adjusted

- Florida's jobs increased very slightly in July for the first time since June 2007
- Florida has lost 831,600 jobs during the current recession

Seasonally Adjusted	July 2010	June 2010	July 2009	Over-the-Month Change		Over-the-Year Change	
				Level	Percent	Level	Percent
Florida	7,238,800	7,233,100	7,236,100	5,700	0.1	2,700	**
United States	130,242,000	130,373,000	130,294,000	-131,000	-0.1	-52,000	**

\*\* = Less than 0.05 percent

Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Current Employment Statistics Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released August 20, 2010.

# Employment in the Ten Most Populous States

## July 2010

Seasonally Adjusted

From July 2009

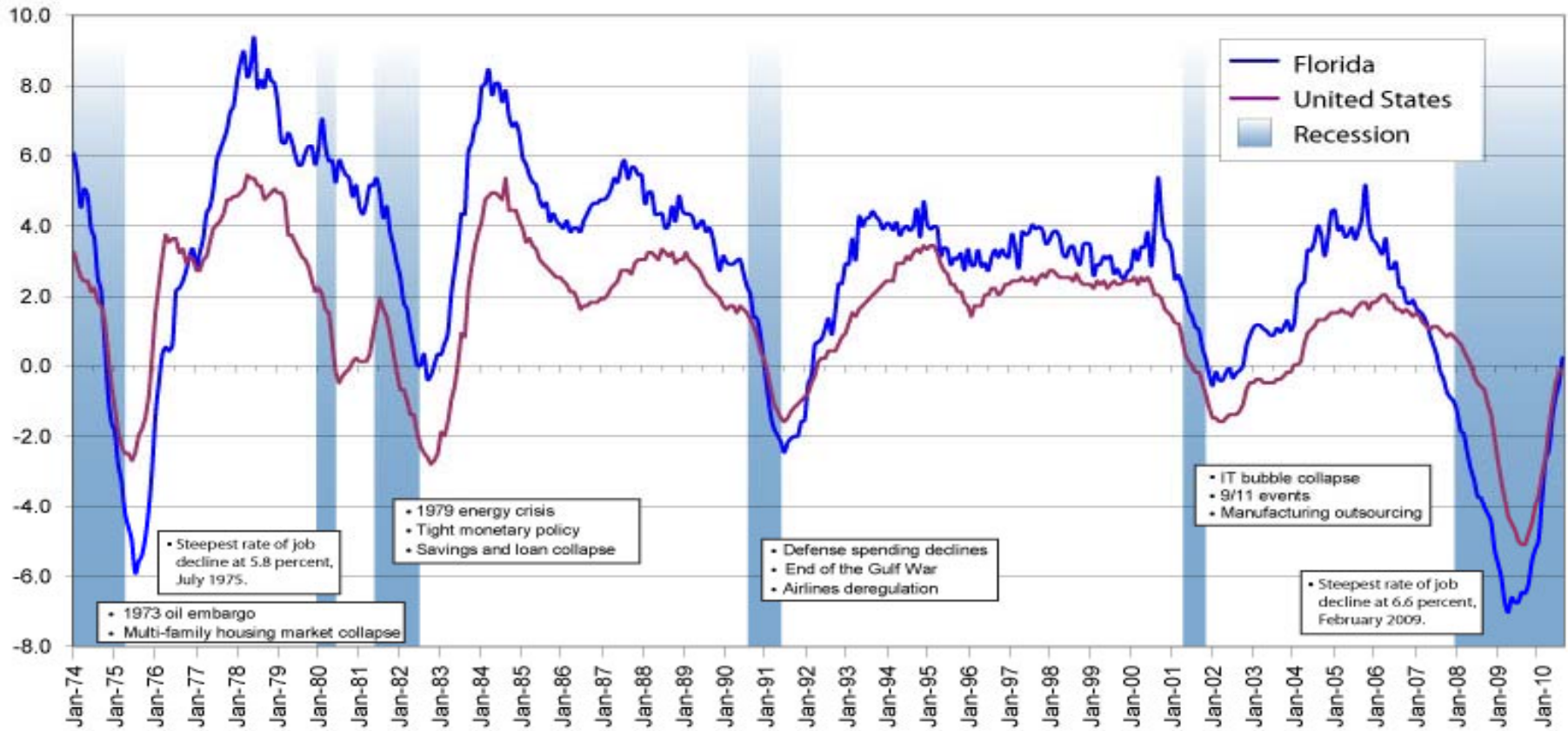
<b>State</b>	<b>July 2010p</b>	<b>Percent Change</b>	<b>Level Change</b>
California	13,874,900	-0.7%	-103,900
New York	8,529,700	-0.6%	-51,400
Georgia	3,826,100	-1.0%	-39,100
Illinois	5,601,700	-0.4%	-22,300
<b>Florida</b>	<b>7,238,800</b>	<b>**</b>	<b>2,700</b>
Ohio	5,046,800	0.1%	5,800
North Carolina	3,895,300	0.2%	6,000
Pennsylvania	5,607,300	0.3%	18,600
Michigan	3,876,000	0.6%	21,500
Texas	10,400,400	1.3%	134,600

P = Preliminary \*\* = Less than 0.05 percent

Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center and the U.S. Department of Labor, Bureau of Labor Statistics, Current Employment Statistics Program, released August 20, 2010.

# Nonagricultural Employment Growth Rates

Florida and United States  
 January 1974 – July 2010  
 Not Seasonally Adjusted

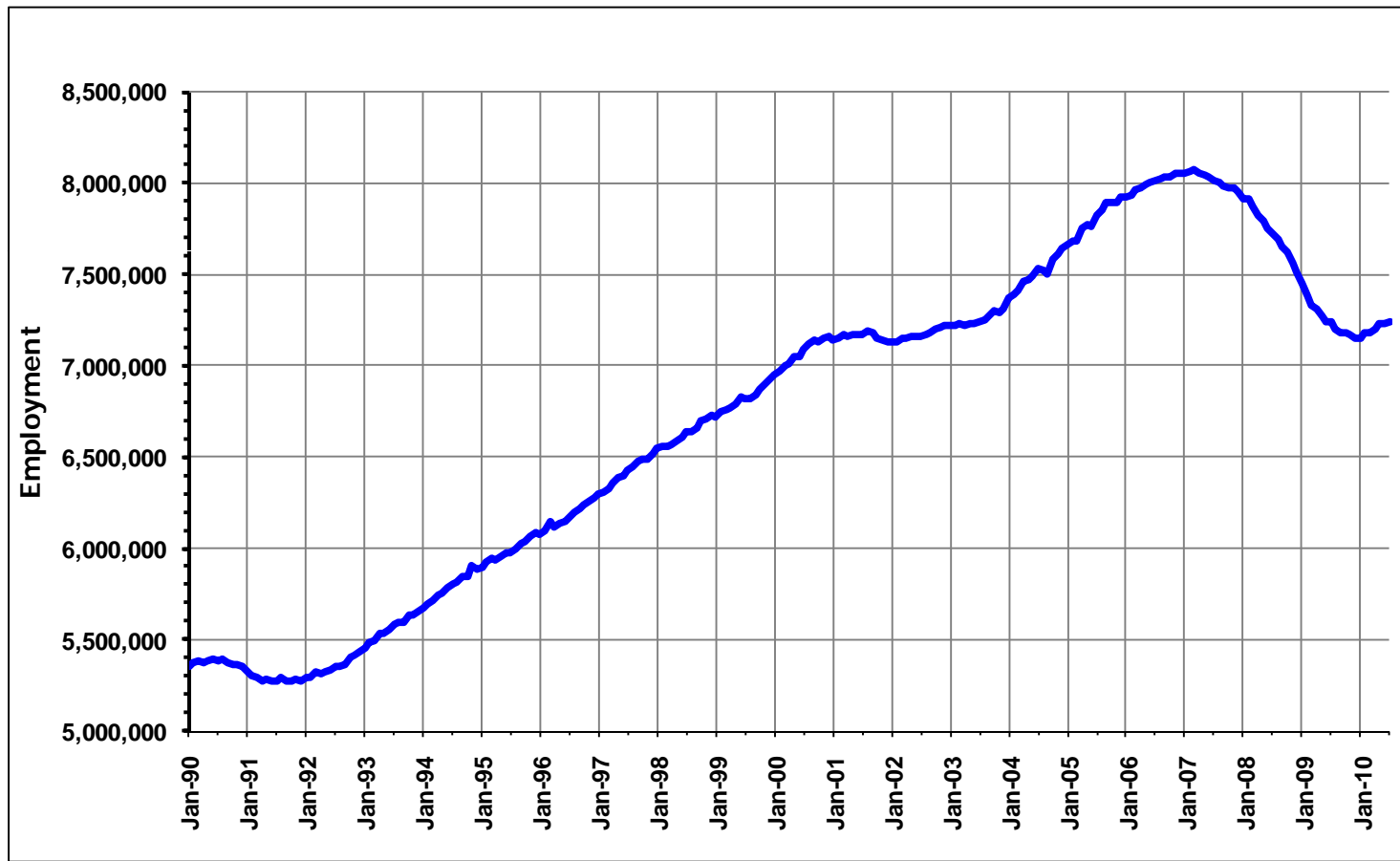


Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Current Employment Statistics Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released August 20, 2010.



# Florida Nonagricultural Employment

## January 1990 – July 2010, Seasonally Adjusted

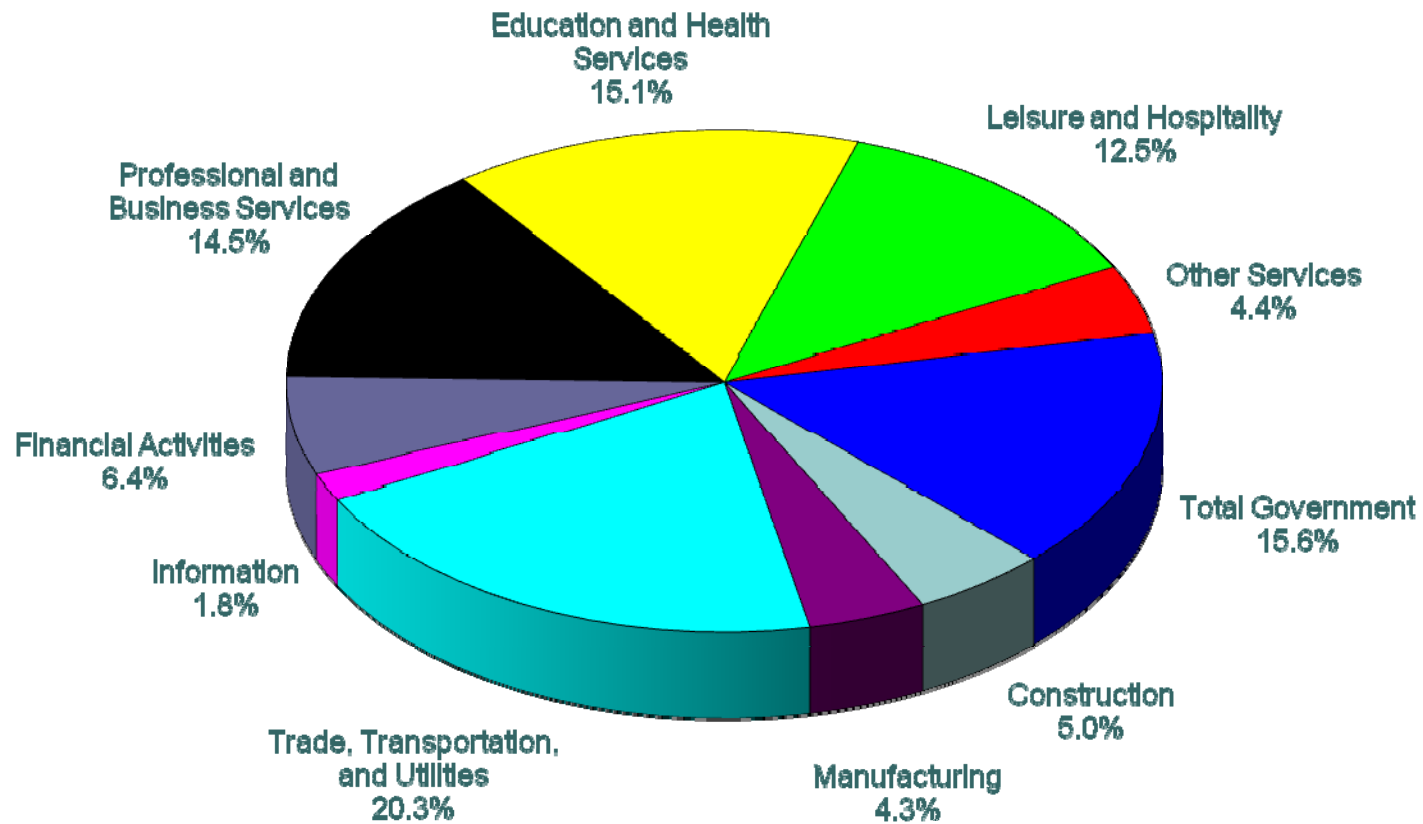


Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Current Employment Statistics Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released August 20, 2010.

# Nonagricultural Employment by Industry

Florida

July 2010 (Seasonally Adjusted)

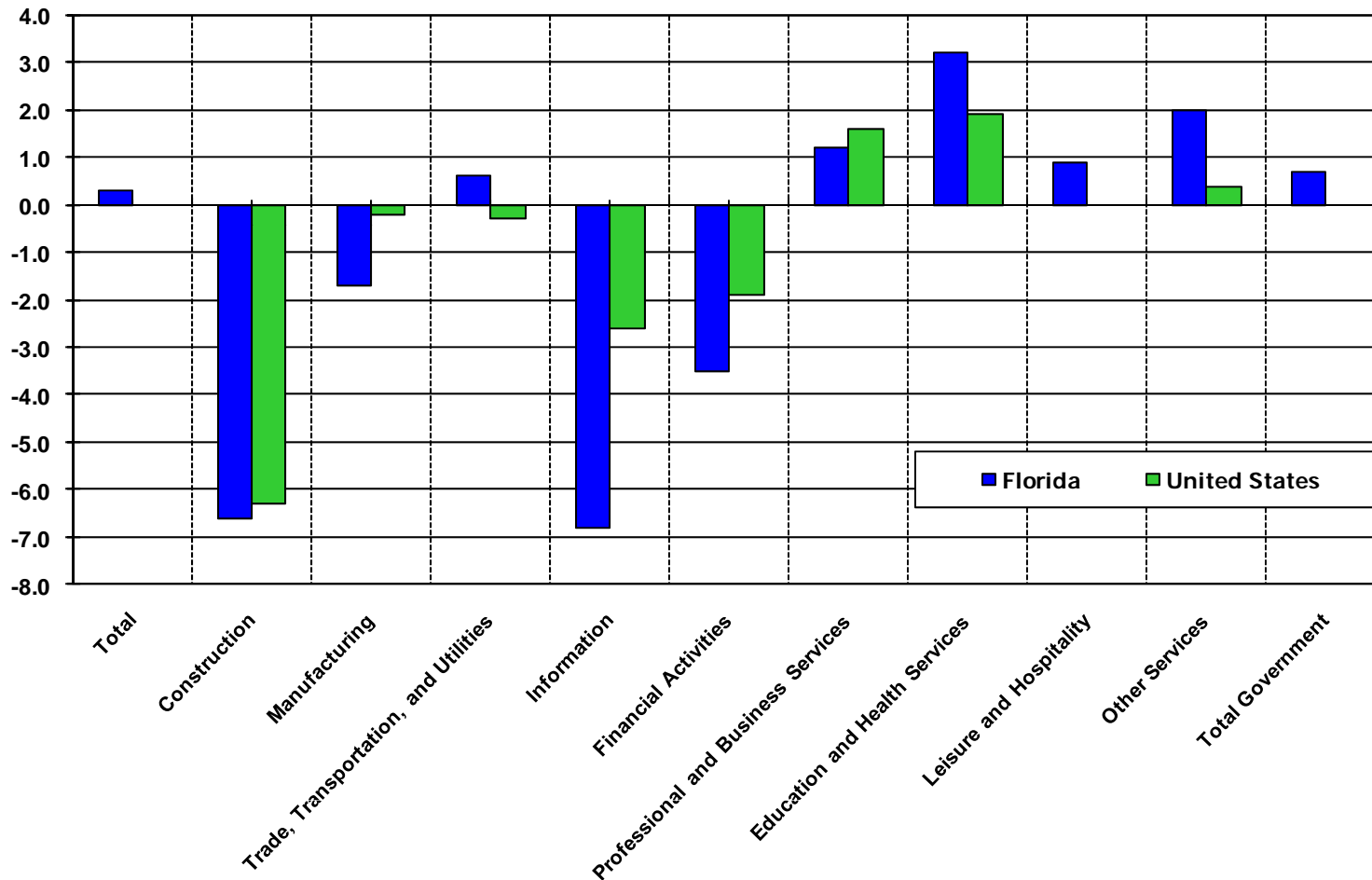


Note: Percents may not add to 100.0 due to rounding

Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Current Employment Statistics Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released August 20, 2010.

# Nonagricultural Employment by Industry

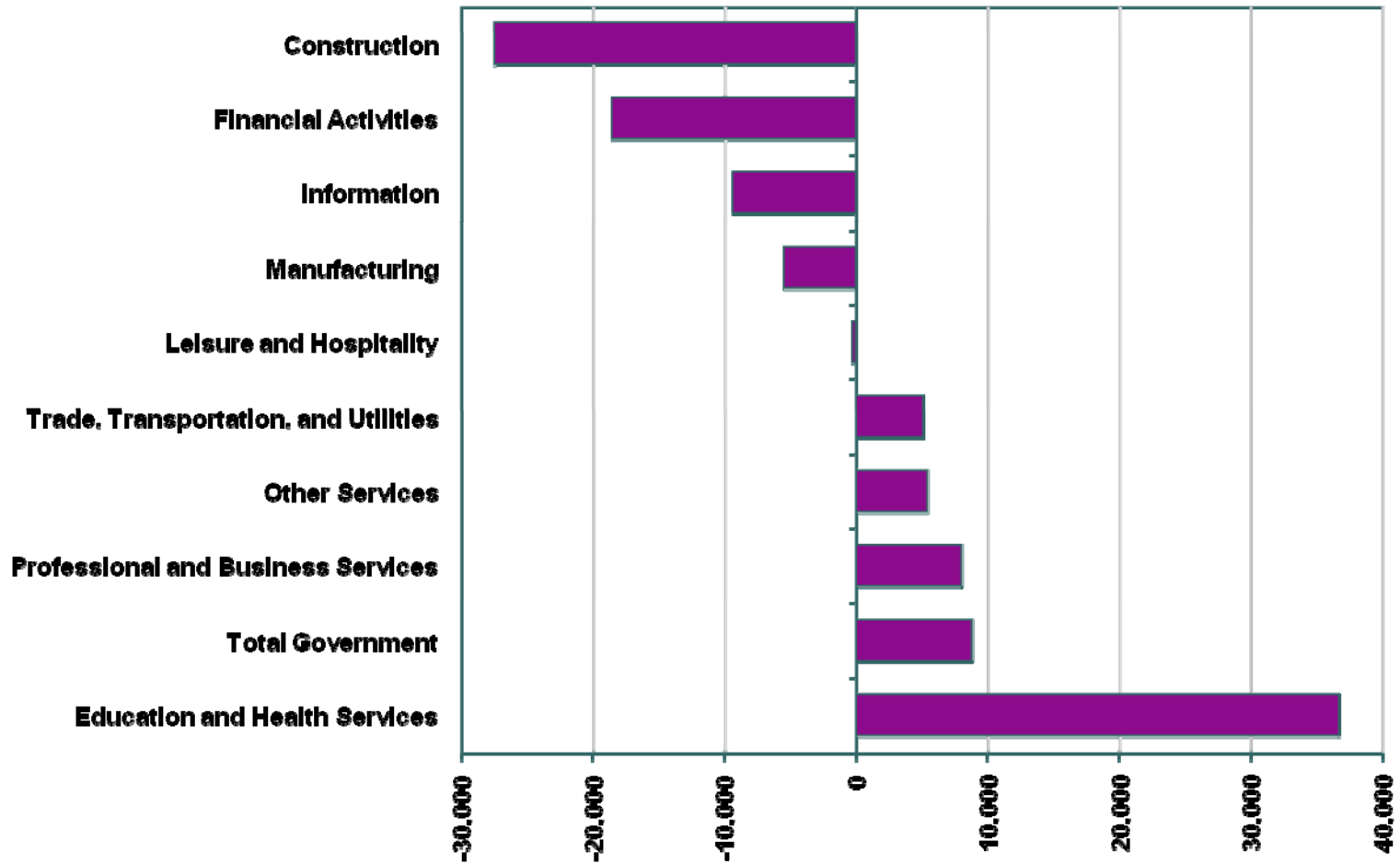
July 2009, Seasonally Adjusted, Over-the-Year Percent Change



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Current Employment Statistics Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released August 20, 2010.

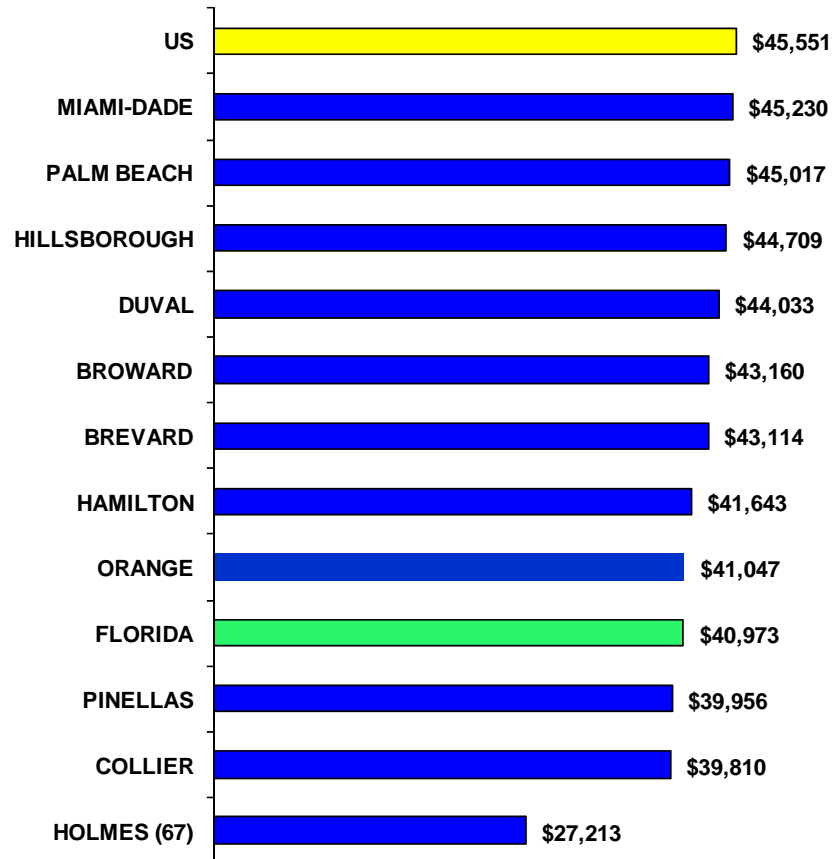
# Education and Health Services Gained the Most Jobs Over the Year in Florida

July 2009 – July 2010 (Seasonally Adjusted)



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Current Employment Statistics Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released August 20, 2010.

# Florida Average Annual Wages Range from \$27,213 to \$45,230



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Quarterly Census of Employment and Wages Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, 2009 Wage Data, released July 2010.

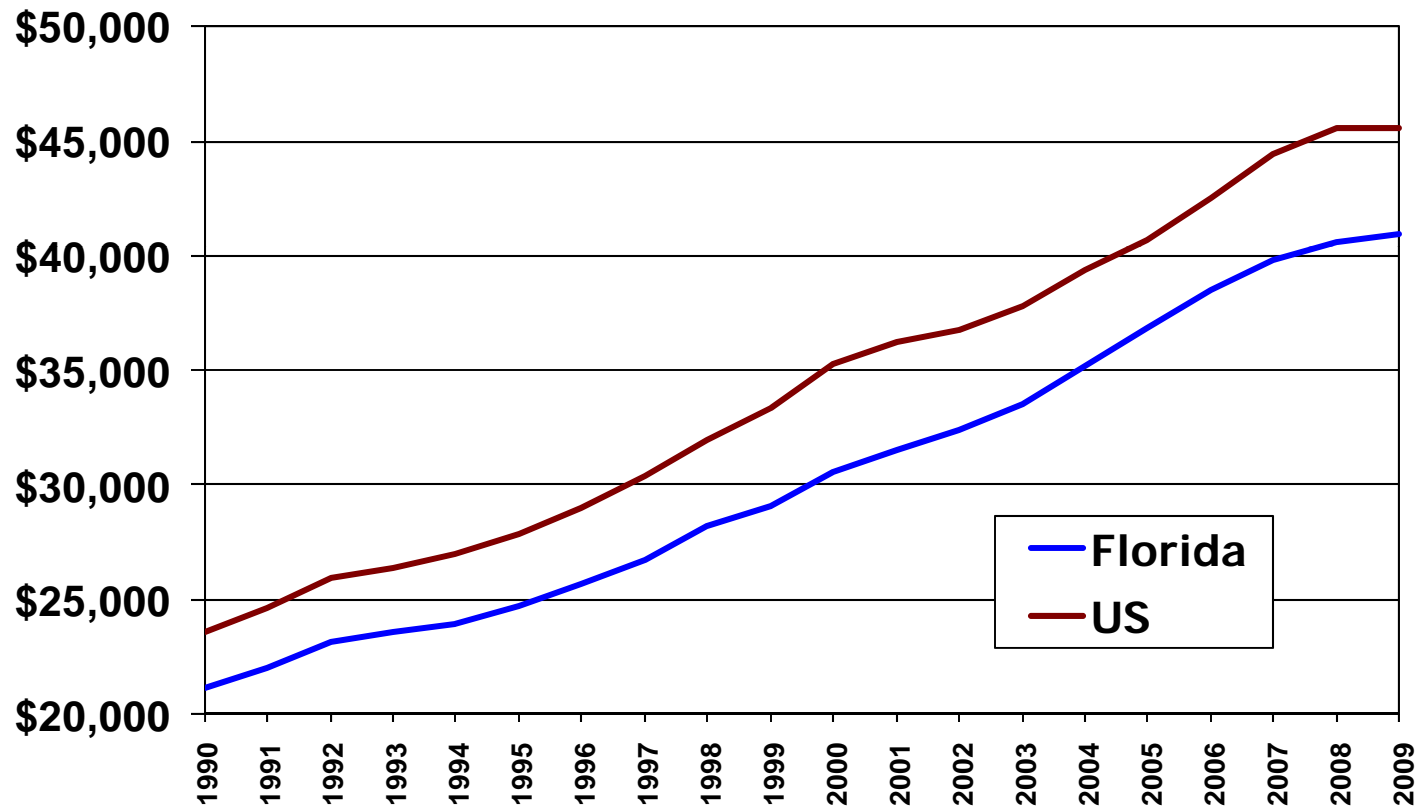
# Wages by Industry

Florida  
2009

Industry	Average Annual Wages
Total, All Industries	\$40,973
Information	\$58,894
Financial Activities	\$54,866
Manufacturing	\$50,094
Professional and Business Services	\$48,271
Government	\$47,365
Education and Health Services	\$43,405
Construction	\$41,567
Trade, Transportation, and Utilities	\$37,110
Other Services	\$29,406
Natural Resources and Mining	\$22,997
Leisure and Hospitality	\$21,275

Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Quarterly Census of Employment and Wages Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released July 2010.

# Average Annual Wage



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Quarterly Census of Employment and Wages Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released July 2010.



# New Initiative: Real-Time Jobs in Demand

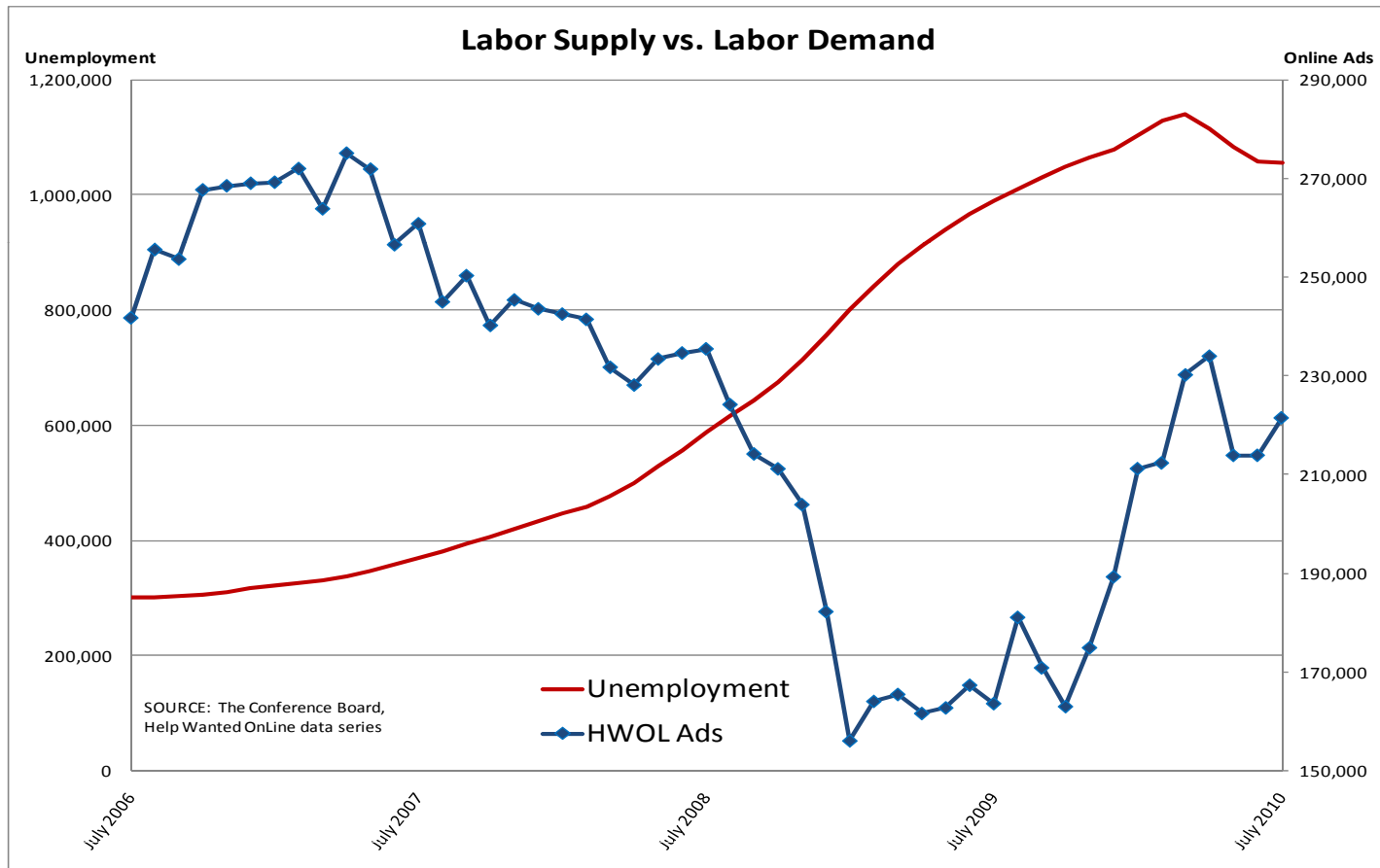
- Real-time LMI -- Help Wanted OnLine (HWOL) and Employ Florida Marketplace (EFM)
  - Due to economic downturn almost all industries have been in decline
  - Long-term projections not as useful for current job placement in a recession
  - As a result, data on job churning are needed for job placement
  - Real-time LMI are spidered job ads, unduplicated, updated daily
  - Tables/graphs consist of top jobs in demand, top employers with ads, and time series analysis



# Real-Time LMI

## Help-Wanted OnLine

### Unemployment vs. Labor Demand

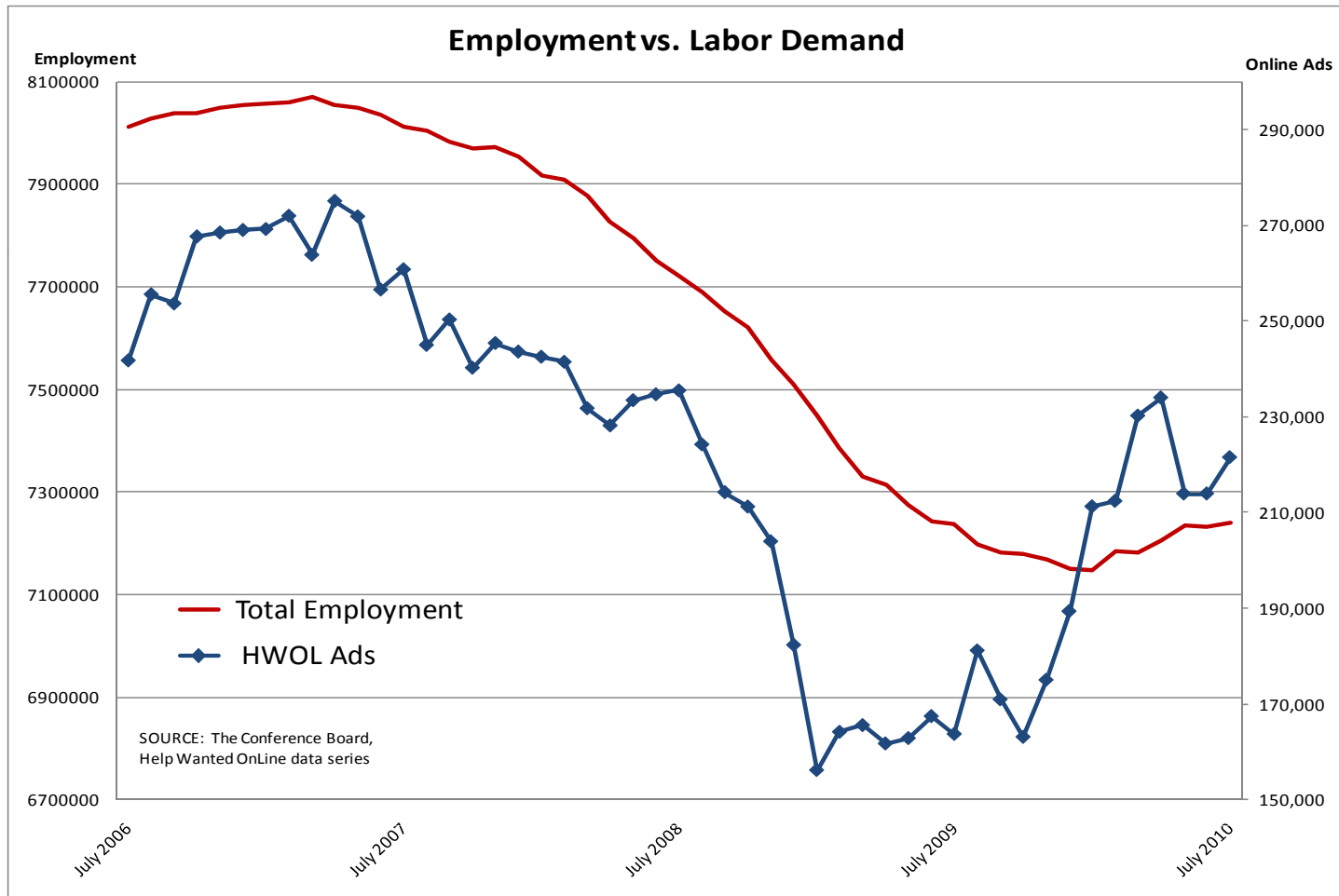


Source: The Conference Board and the Florida Agency for Workforce Innovation, Labor Market Statistics Center, July 2010.

# Real-Time LMI

## Help-Wanted OnLine

### Employment vs. Labor Demand



Source: The Conference Board and the Florida Agency for Workforce Innovation, Labor Market Statistics Center, July 2010.

# Help-Wanted OnLine

## Top Jobs in Demand

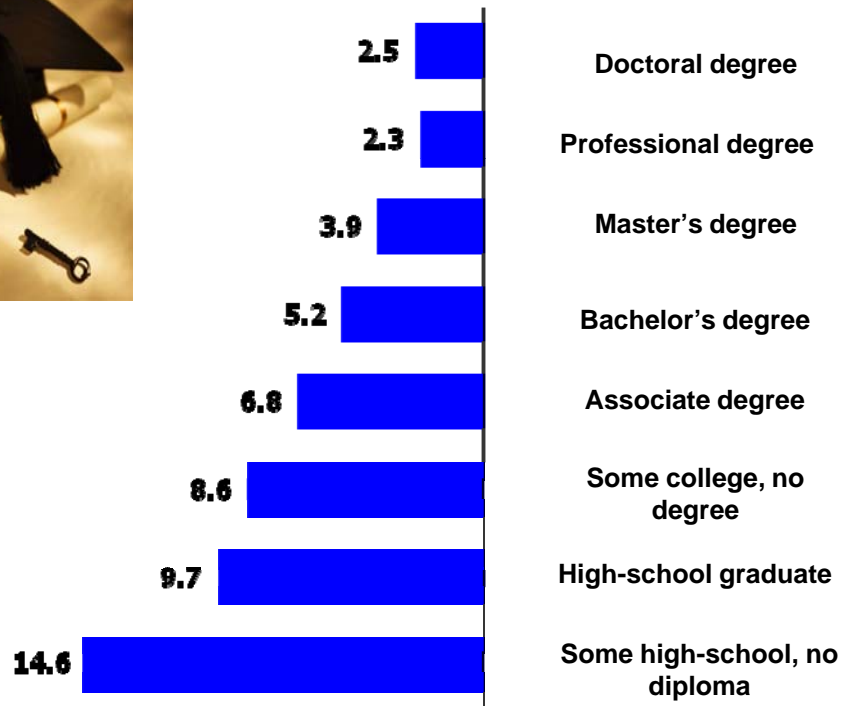
### July 2010

Occupation	Volume
<b>Total Florida Ads</b>	<b>221519</b>
Registered Nurses	14351
First-Line Supervisors/Managers of Retail Sales Workers	6929
Customer Service Representatives	5502
Retail Salespersons	5079
Physical Therapists	5037
Computer Systems Analysts	4352
Sales Representatives, Wholesale and Manufacturing	4076
Occupational Therapists	4003
Sales Managers	3490
Medical and Health Services Managers	3261
Executive Secretaries and Administrative Assistant	3022
Computer Support Specialists	2913
Telemarketers	2734
Marketing Managers	2682
Insurance Sales Agents	2499

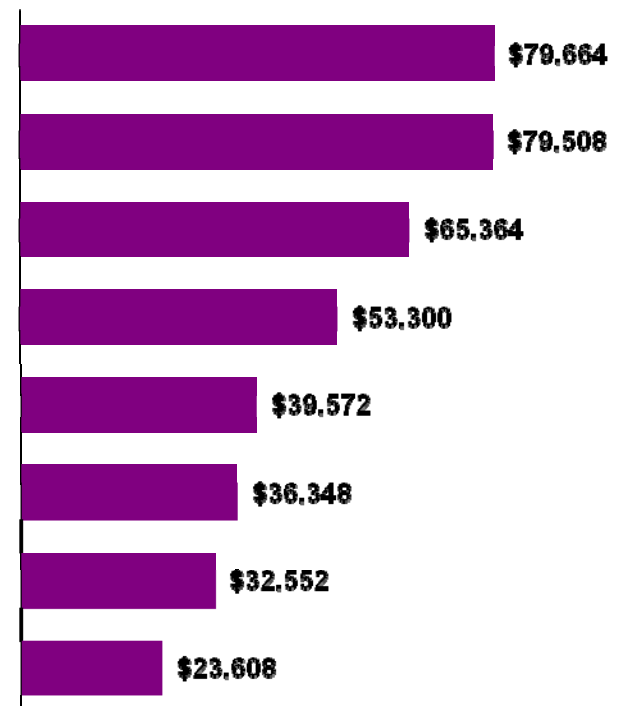
Source: The Conference Board, Help-Wanted OnLine, July 2010.

# Education and Training pay ...

**Unemployment Rate  
(Percent)**



**Median Earnings  
(Dollars)**



Notes: Unemployment and earnings for workers 25 and older, by educational attainment; earnings for full-time wage and salary workers.

Sources: Unemployment rate, 2009 annual average: U.S. Bureau of Labor Statistics; 2009 Weekly Median Earnings (multiplied by 52 weeks), U. S. Bureau of the Census.

**Florida  
Agency for Workforce Innovation  
Labor Market Statistics Center**

**Caldwell Building  
MSC G-020  
107 E. Madison Street  
Tallahassee, Florida 32399-4111**

**Phone (850) 245-7257**

**Rebecca Rust  
Rebecca.Rust@flaawi.com**

**www.floridajobs.org  
www.labormarketinfo.com  
fred.labormarketinfo.com  
www.floridawages.com**

**<http://www.whatpeopleareasking.com/index.shtm>**





# Employment Projections 2018 Workforce Estimating Conference

Florida  
Agency for Workforce Innovation  
Labor Market Statistics Center

August 2010





# Employment Projections -- General Information

- Employment forecast covers the projection period 2010-2018.
- Independent variables used were historical and projected national industry employment, population, income data, U.S. and Florida unemployment rates, and housing starts.
- Staffing patterns derived from our 2009 occupational survey, with 53,400 employer responses representing more than 4.4 million workers, were used to produce the occupational projections.
- Some of the job growth projected in this forecast will include the regaining of jobs lost during the recent economic downturn.



# Employment Projections -- Issues and Considerations

- Reviewed the results of the Florida Economic Estimating Conference.
- Used a population forecast that reflects recent decline in Florida's population growth.
- Incorporated information on numerous plant openings and closings.
- Assumed that long-term job growth will be weaker due to tighter credit standards and the slow economic recovery at the state and national level.
- Had a more pessimistic outlook on job losses resulting from the shutdown of the Space Shuttle Program due to uncertainty of the reemployment plan for laid-off workers.





# Industry Employment Projections to 2018

- Florida is projected to gain more than 1.1 million new jobs between 2010 and 2018 (1.80% annual growth).
- All major industry sectors will see employment gains, except agriculture, forestry and fishing.
- Some industries hardest hit by job losses between 2007 and 2010 will experience large job gains as these industries recover over the long term. However, some industries may not reach their pre-recession peak employment levels for years beyond the forecast period.

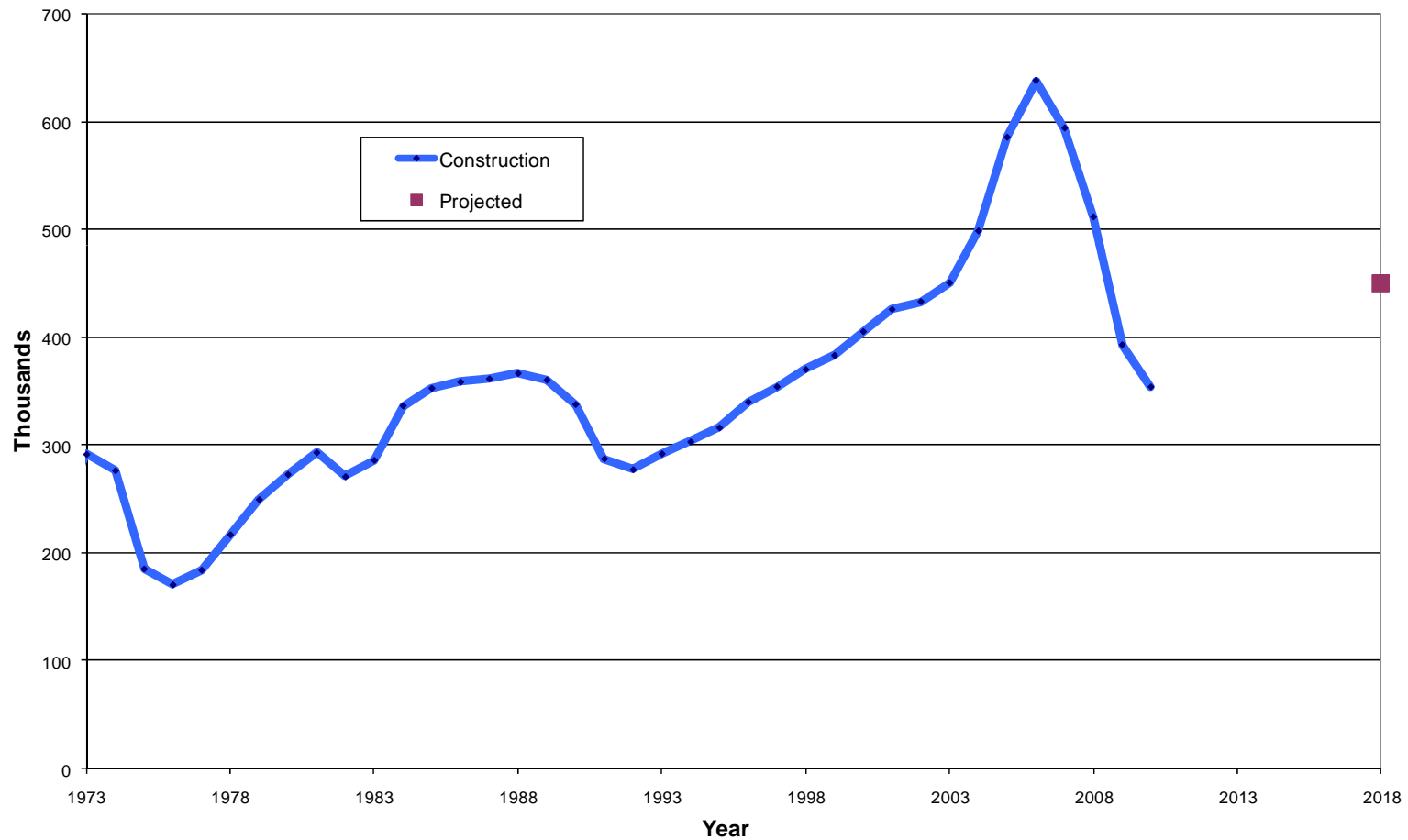


# Industry Employment Projections to 2018

- Major industry sectors growing the fastest: construction; professional and business services.
- Major industry sectors gaining the most new jobs: professional and business services; education and health.
- Construction will be the fastest-growing industry sector in the long term as it recoups a portion of recent job losses (2010-18 job growth of 96,263, 27.2%) that occurred during the economic downturn.
- Professional and business services will be strong due to faster than average growth in two of its larger industries, employment services; and management, scientific, and technical consulting services.



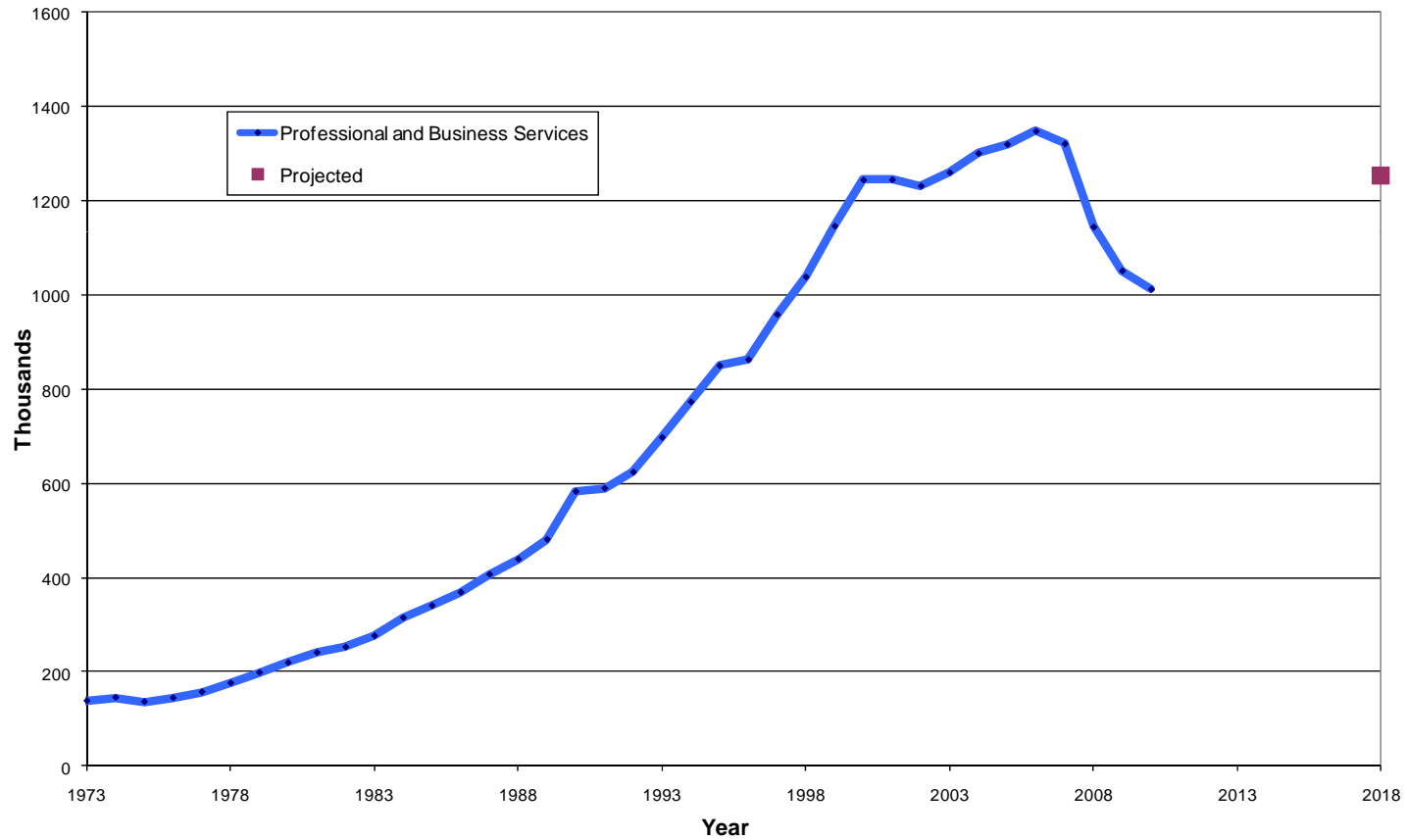
# Florida Construction Employment



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center.



# Florida Professional and Business Services Employment



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center.

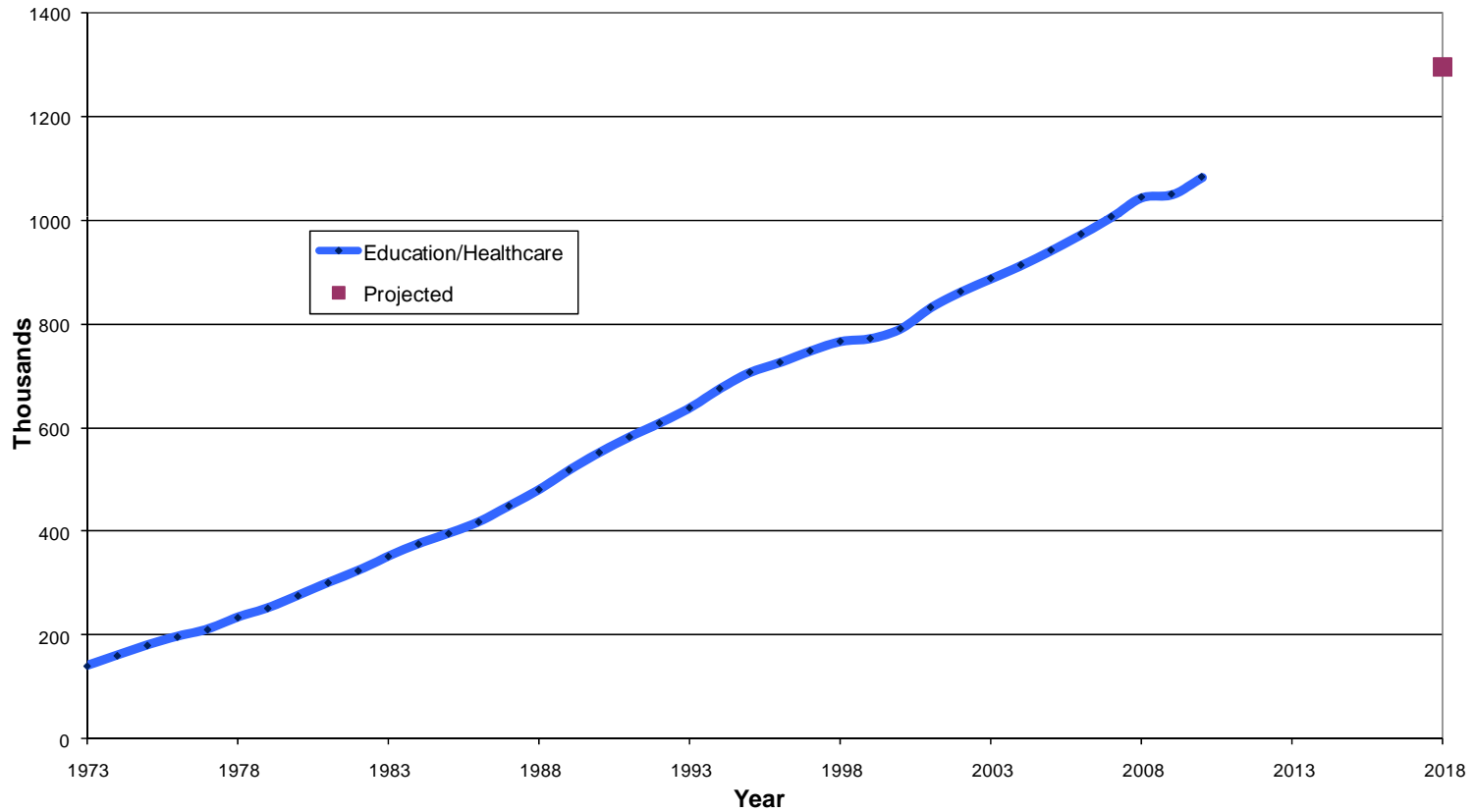


# Industry Employment Projections to 2018

- Healthcare will have a high level of growth, driven by advances in medical technology and by an increased demand for medical services from an aging population.
- Growth in the education sector will result largely from jobs gains in elementary and secondary schools.



# Florida Education and Healthcare Employment



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center.

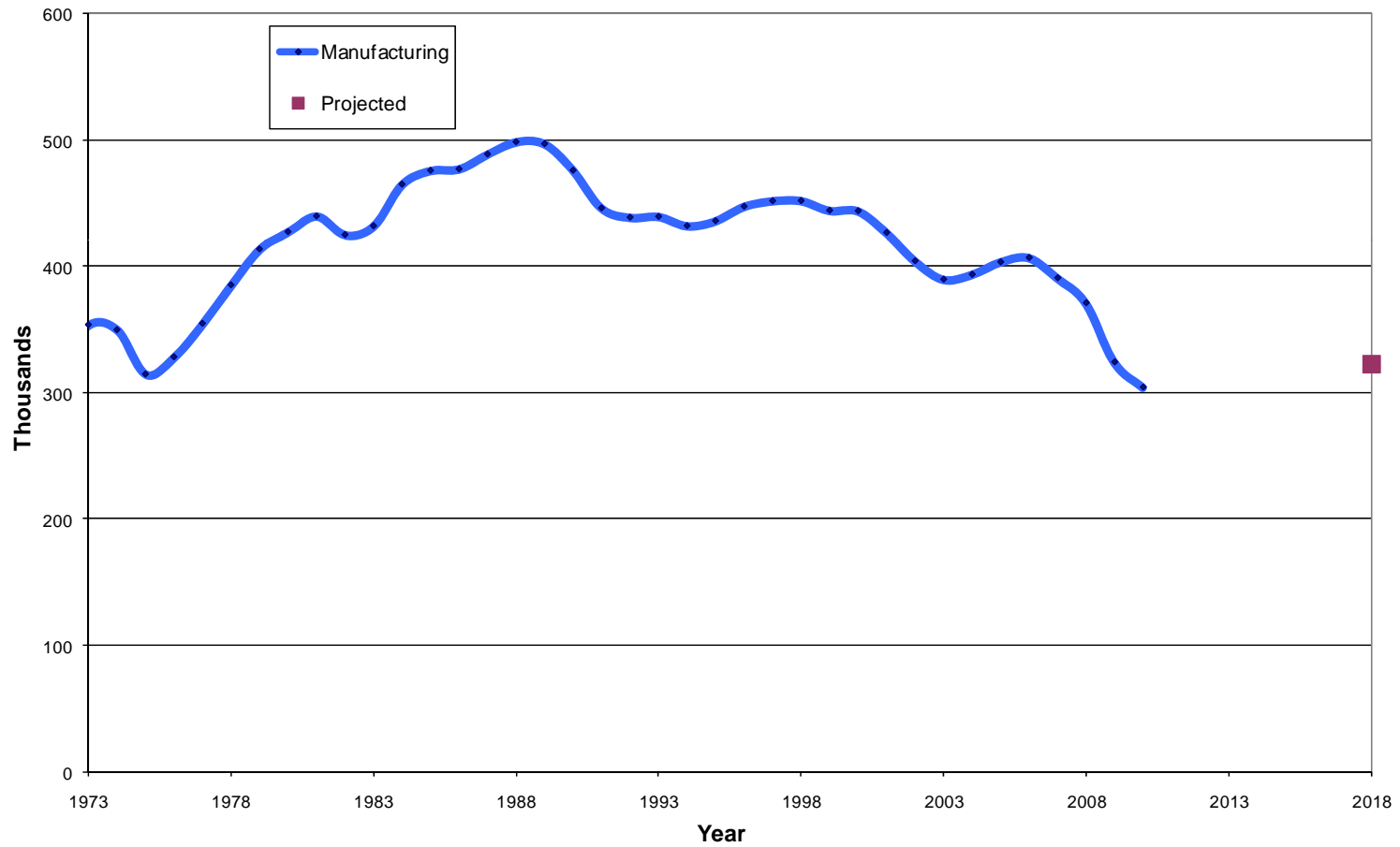


# Industry Employment Projections to 2018

- Manufacturing employment overall will be flat, with recovery of some construction-related manufacturing jobs lost during the economic downturn. Pharmaceutical and medicine manufacturing; medical equipment; ship and boat building; and aerospace products and parts are expected to grow.
- Trade, transportation, and utilities will grow slower than average due to reduced levels of consumer spending that are likely to continue, resulting in slow growth or decline in several retail trade industries.
- The information sector will have modest growth, most of which will come from wireless telecommunications and Internet-related service providers.



# Florida Manufacturing Employment

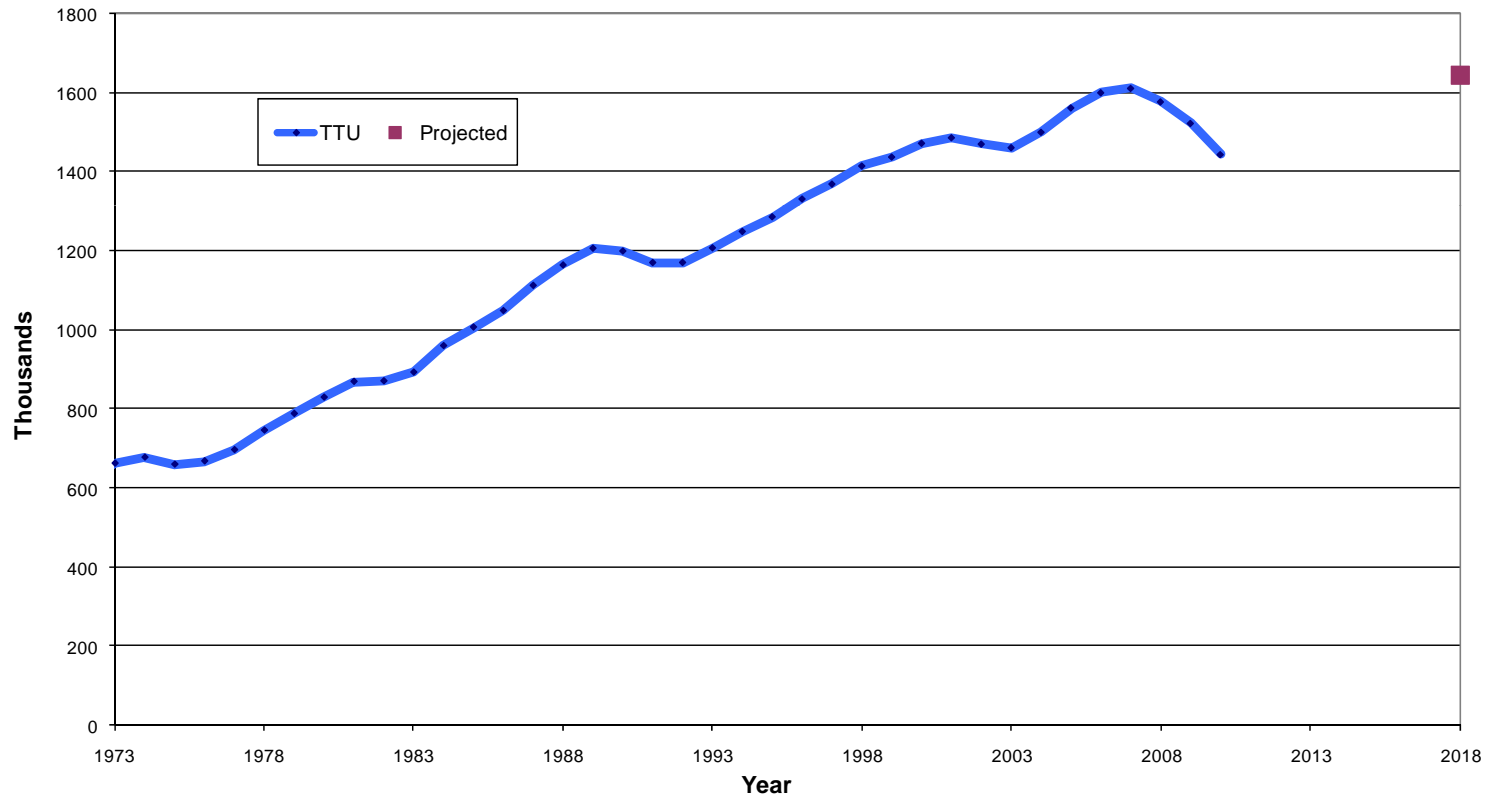


Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center.





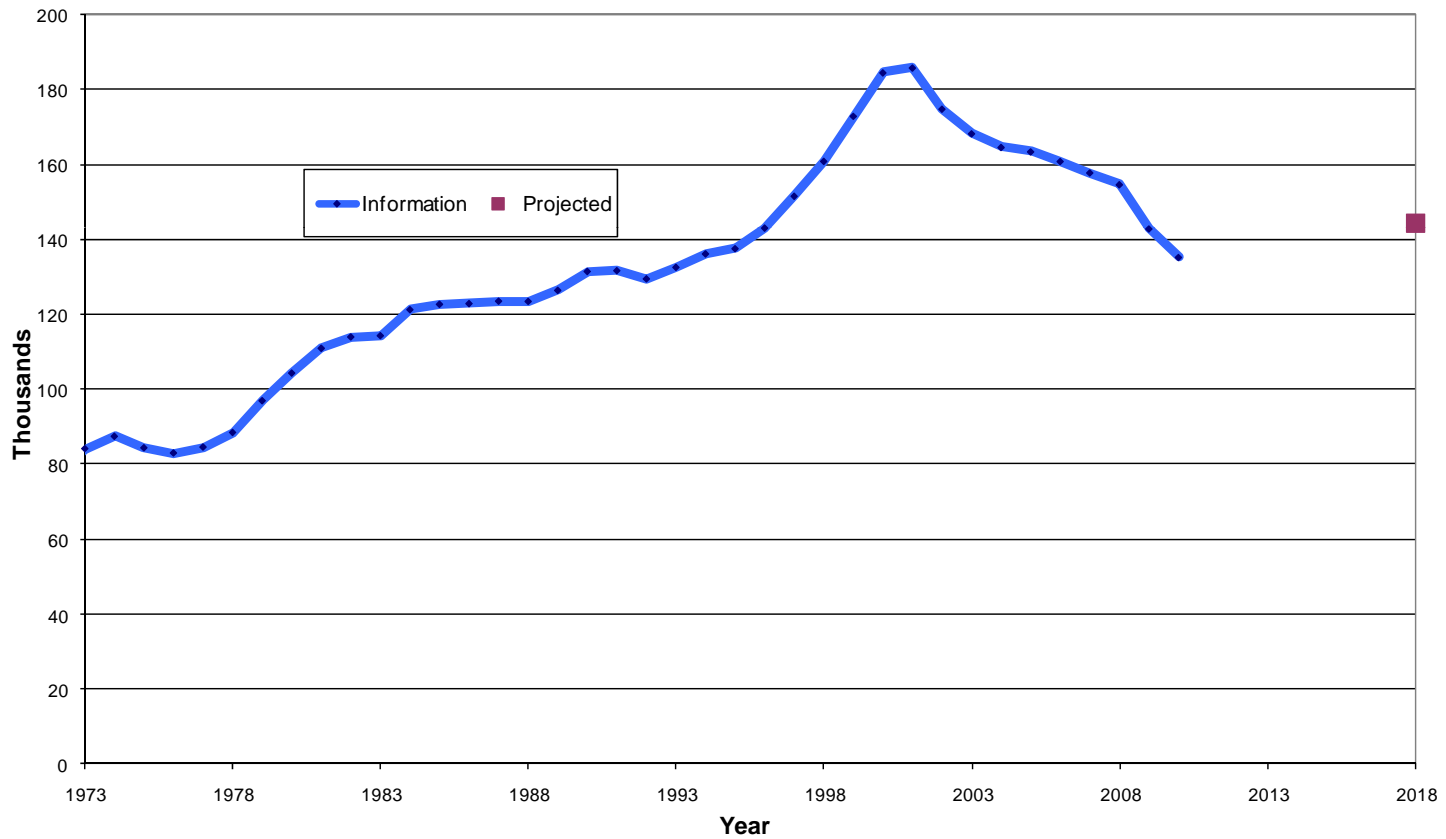
# Florida Trade, Transportation, and Utilities Employment



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center.



# Florida Information Employment



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center.

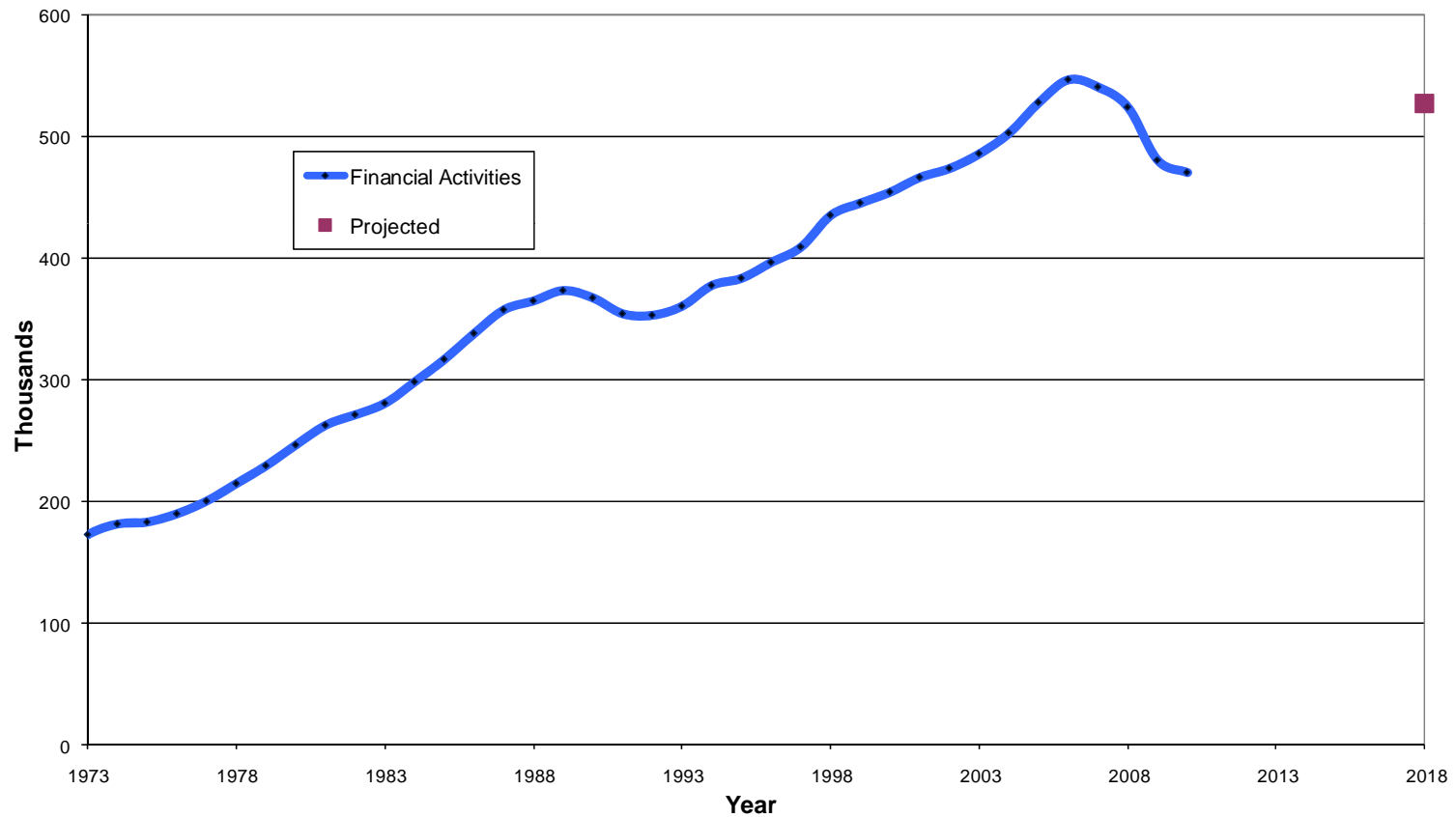


# Industry Employment Projections to 2018

- The financial activities sector will grow more slowly than it has historically due to the recent economic downturn having resulted in significant increases in foreclosures and the closing/restructuring of banks.
- The leisure and hospitality sector is projected to grow slower than the average rate with tourism being adversely affected by persistent weakened economic conditions in the U.S and in Europe.



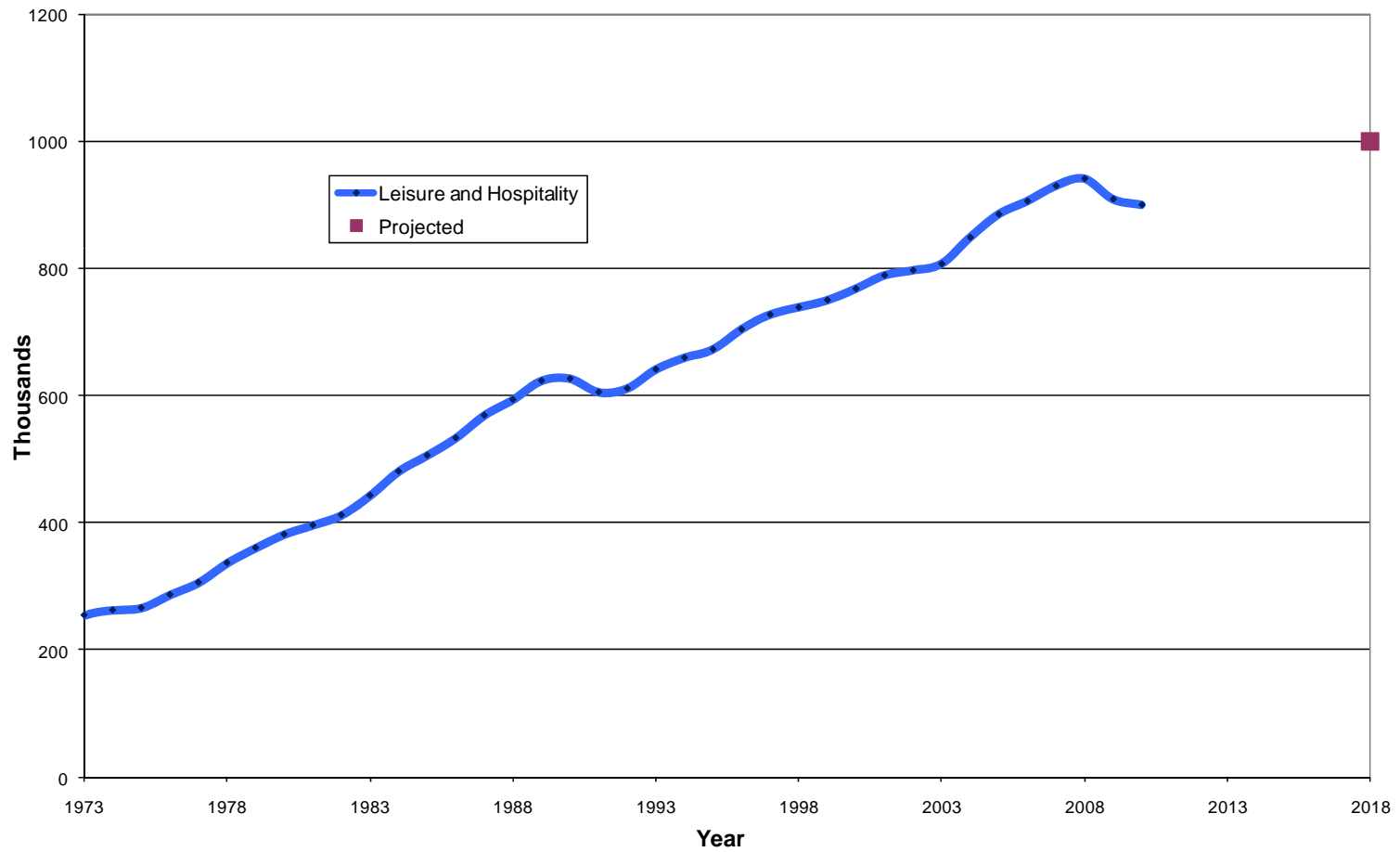
# Florida Financial Activities Employment



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center.



# Florida Leisure and Hospitality Employment



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center.

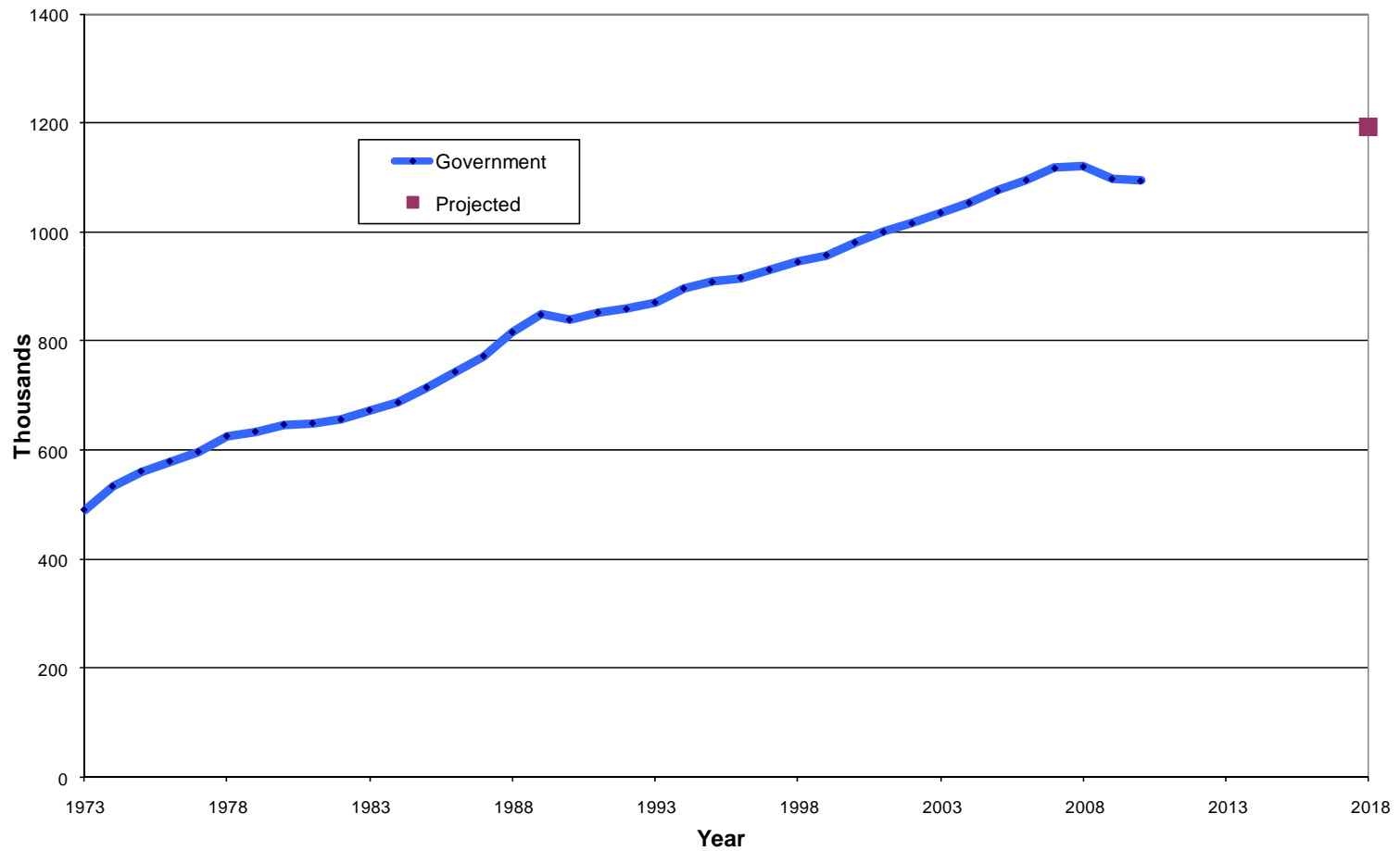


# Industry Employment Projections to 2018

- Government will be a relatively slow-growing industry but will generate more new jobs than most other sectors due to its size, with about 90 percent of the growth in government occurring at the local level (primarily education).
- Growth in jobs for self-employed and unpaid family workers will be much slower than average, accounting for only 5.6 percent of the new jobs.



# Florida Government Employment



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center.



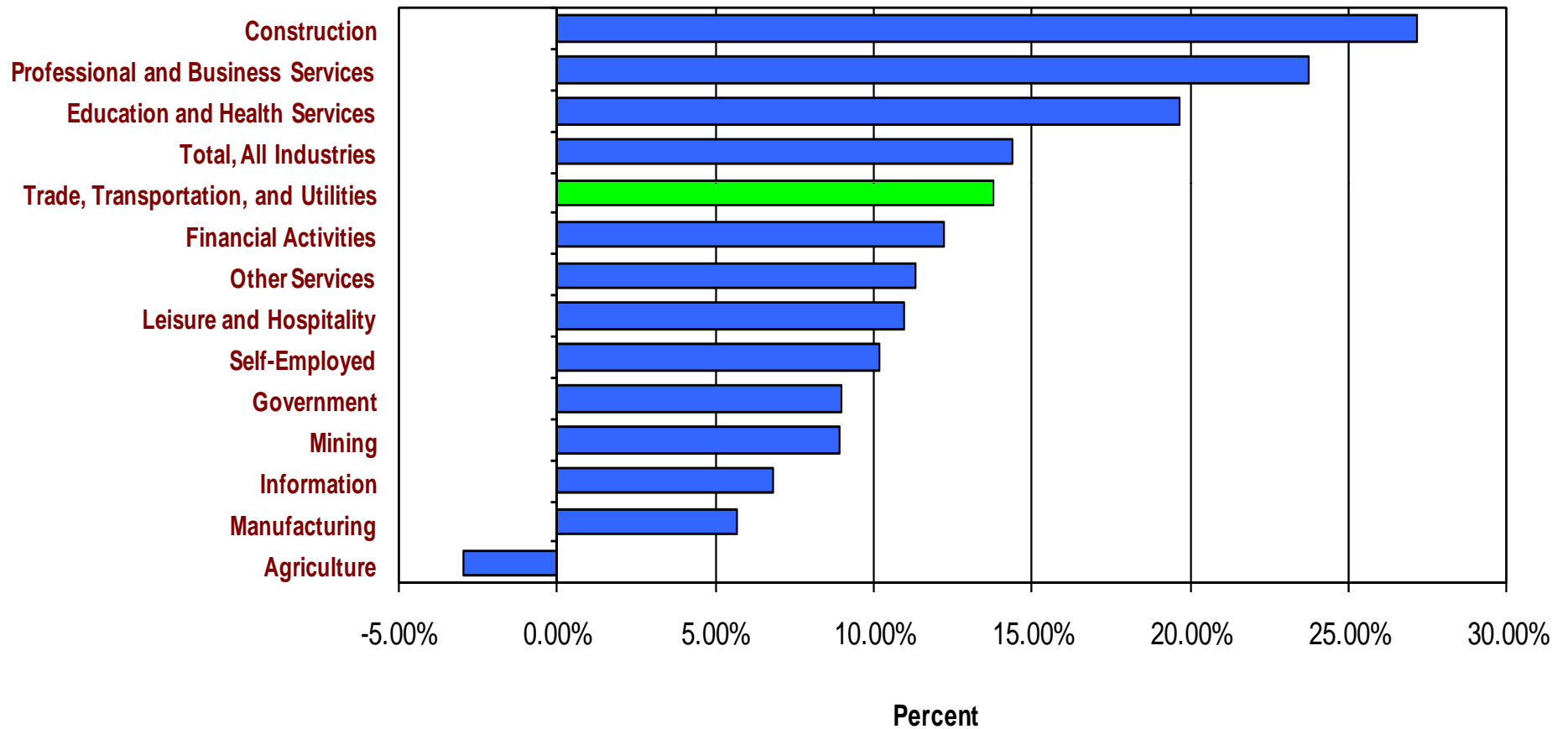
# Florida Employment Forecast by Major Industry Sector 2010-2018

Industry Title	Employment		Annual Change		2010-18 Change	
	2010	2018	Level	Percent	Level	Percent
<b>Total, All Industries</b>	7,816,352	8,942,692	140,793	1.80	1,126,340	14.41
Agriculture, Forestry, Fishing and Hunting	86,571	84,022	-319	-0.37	-2,549	-2.94
Mining	3,495	3,807	39	1.12	312	8.93
Construction	354,414	450,677	12,033	3.40	96,263	27.16
Manufacturing	304,725	321,994	2,159	0.71	17,269	5.67
Trade, Transportation, and Utilities	1,442,332	1,641,417	24,886	1.73	199,085	13.80
Information	135,230	144,466	1,155	0.85	9,236	6.83
Financial Activities	469,861	527,385	7,191	1.53	57,524	12.24
Professional and Business Services	1,011,834	1,252,214	30,048	2.97	240,380	23.76
Education and Health Services	1,083,585	1,296,813	26,653	2.46	213,227	19.68
Leisure and Hospitality	901,523	1,000,311	12,349	1.37	98,788	10.96
Other Services	313,224	348,725	4,438	1.42	35,501	11.33
Government	1,094,338	1,192,945	12,326	1.13	98,608	9.01
Self-Employed and Unpaid Family Workers	615,220	677,916	7,837	1.27	62,696	10.19



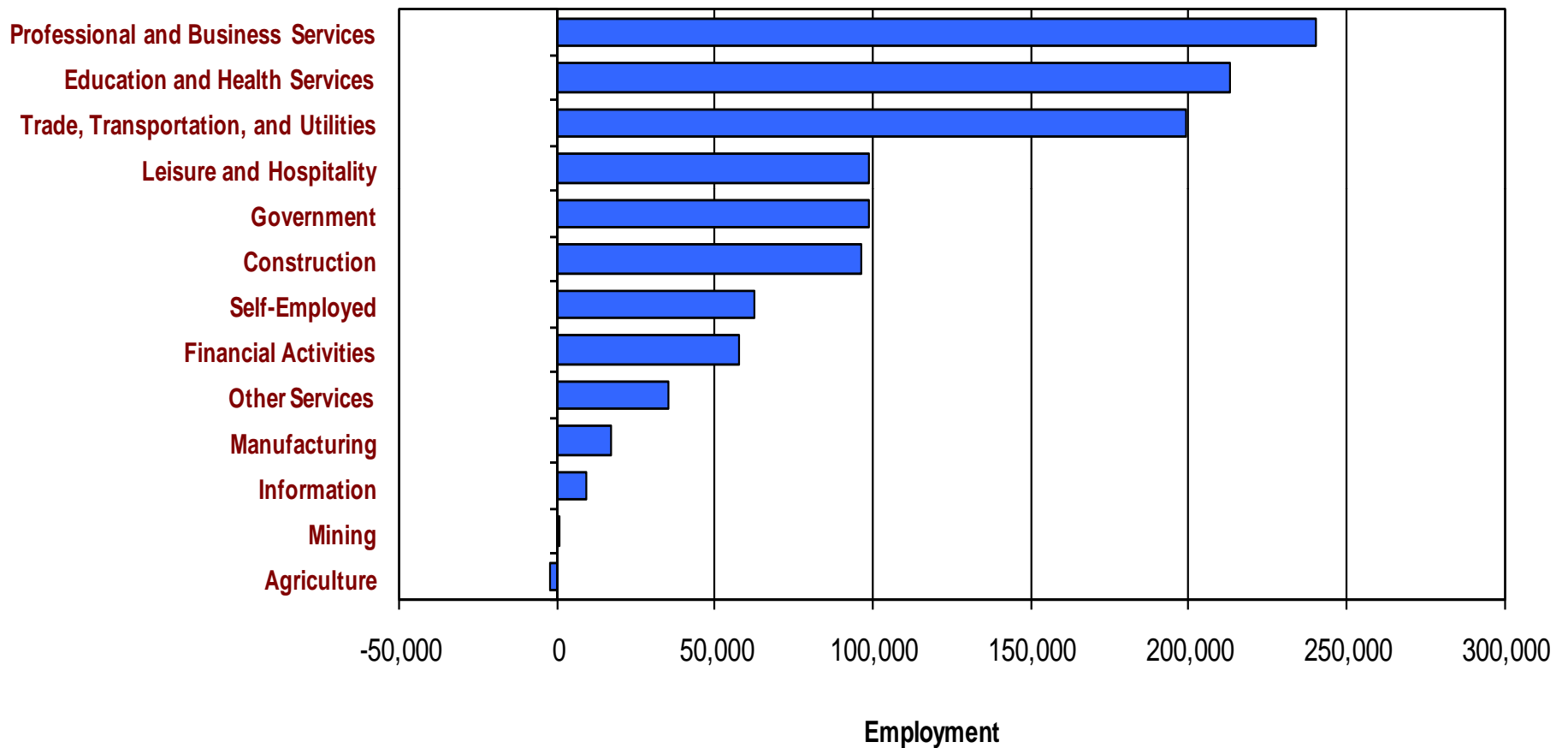


# Florida Employment Growth Rates by Major Industry Sector 2010-2018





# Florida Employment Growth by Major Industry Sector 2010-2018





## Fastest-Growing Detailed Industries\* 2010-2018

RANK	INDUSTRY TITLE	ANNUAL CHANGE	
		LEVEL	PERCENT
1	Specialty Trade Contractors	8,582	3.63
2	Construction of Buildings	2,462	3.62
3	Ambulatory Health Care Services	12,706	3.20
4	Administrative and Support Services	15,480	3.17
5	Securities, Commodity Contracts, and Other Investments	1,164	2.98
6	Professional, Scientific, and Technical Services	12,574	2.96
7	Merchant Wholesalers, Durable Goods	4,461	2.92
8	Truck Transportation	1,140	2.81
9	Furniture and Home Furnishings Stores	807	2.62
10	Support Activities for Transportation	1,122	2.55

\*includes industries with a minimum of 3,500 jobs in 2010



## Detailed Industries Gaining the Most New Jobs 2010-2018

RANK	INDUSTRY TITLE	ANNUAL CHANGE	
		LEVEL	PERCENT
1	Administrative and Support Services	15,480	3.17
2	Ambulatory Health Care Services	12,706	3.20
3	Professional, Scientific, and Technical Services	12,574	2.96
4	Local Government	12,291	1.66
5	Specialty Trade Contractors	8,582	3.63
6	Food Services and Drinking Places	8,112	1.40
7	Merchant Wholesalers, Durable Goods	4,461	2.92
8	Nursing and Residential Care Facilities	4,141	2.35
9	Educational Services	3,643	2.50
10	Hospitals	3,439	1.35



# Occupational Employment Projections to 2018

- Every major occupational group except farming is projected to grow.
- Five occupational groups, clerical, sales, food service, healthcare professionals, and education, will account for 50 percent of the new jobs.
- Healthcare support, construction, and healthcare professionals will grow the fastest.
- Clerical, sales, and food service occupations will gain the most new jobs.



# Occupational Employment Projections to 2018

- Of the top 10 fastest-growing occupations, all require postsecondary training, 4 are in the healthcare field, and 5 earn more than \$22 per hour.
- Of the top 10 occupations expected to gain the most new jobs, most are among the largest occupations in the state, have widespread demand within numerous industries, involve considerable part-time work, and have minimal requirements for entry.
- Overall, more job openings will be due to replacement of workers who retire or change occupations than due to economic growth.



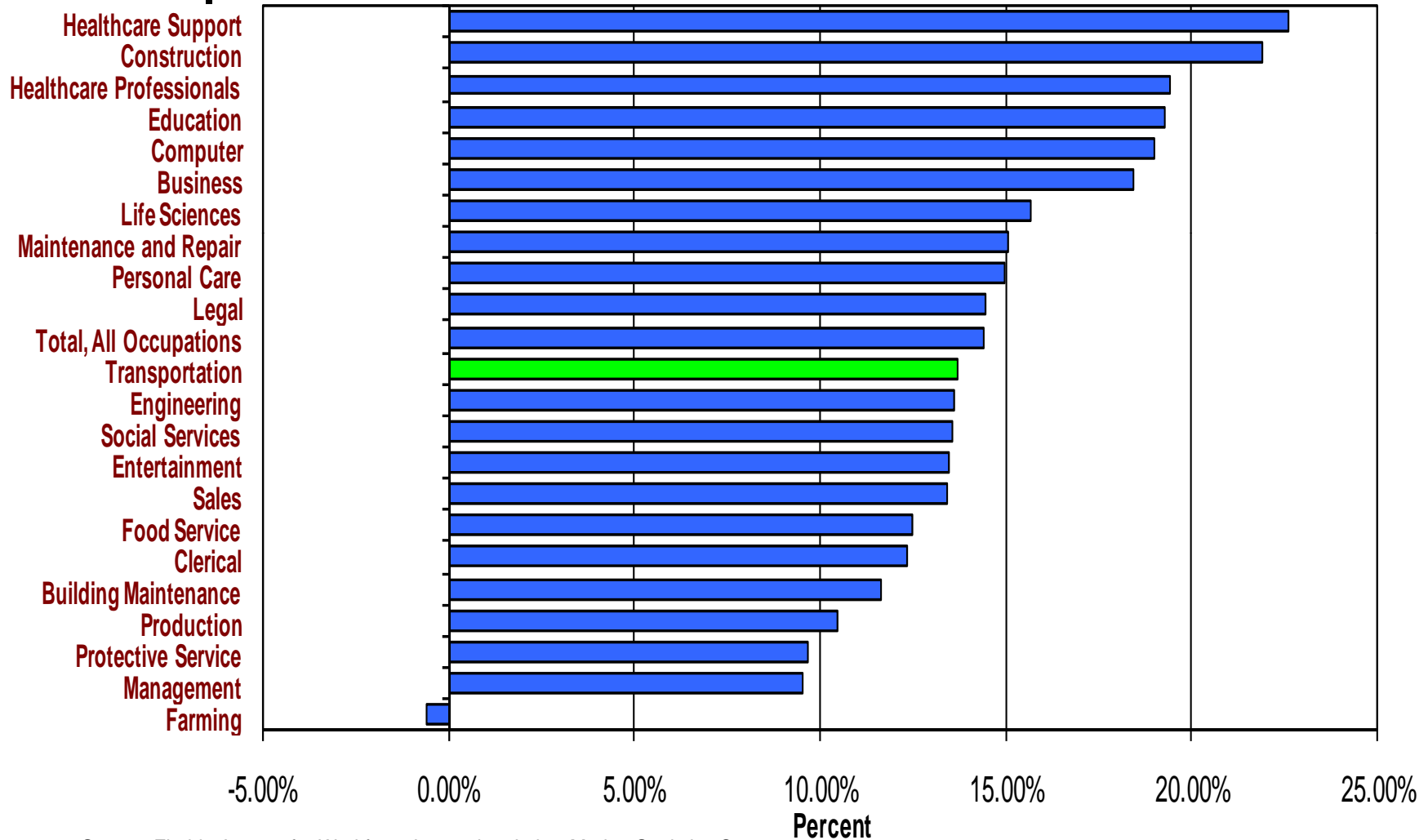
# Florida Employment Forecast by Major Occupational Group 2010-2018

Occupational Group	Employment		2010-18 Change	
	2010	2018	Level	Percent
<b>Total, All Occupations</b>	7,816,352	8,942,692	1,126,340	14.41
Management	317,631	347,920	30,289	9.54
Business and Financial Operations	406,414	481,340	74,926	18.44
Computer and Mathematical	158,709	188,906	30,197	19.03
Architecture and Engineering	110,510	125,543	15,033	13.60
Life, Physical, and Social Science	49,957	57,778	7,821	15.66
Community and Social Services	108,490	123,197	14,707	13.56
Legal	85,775	98,191	12,416	14.48
Education, Training, and Library	418,138	498,840	80,702	19.30
Arts, Entertainment, Sports, and Media	133,413	151,385	17,972	13.47
Healthcare Practitioners and Technical	446,412	533,221	86,809	19.45
Healthcare Support	225,581	276,568	50,987	22.60
Protective Service	215,891	236,828	20,937	9.70
Food Preparation and Serving Related	701,515	789,097	87,582	12.48
Building & Grounds Cleaning & Maintenance	329,934	368,279	38,345	11.62
Personal Care and Service	255,655	293,969	38,314	14.99
Sales and Related	1,006,633	1,141,848	135,215	13.43
Office and Administrative Support	1,450,580	1,629,402	178,822	12.33
Farming, Fishing, and Forestry	70,083	69,667	(416)	-0.59
Construction and Extraction	347,089	423,088	75,999	21.90
Installation, Maintenance, and Repair	307,050	353,386	46,336	15.09
Production	266,063	293,875	27,812	10.45
Transportation and Material-Moving	404,829	460,364	55,535	13.72



# Florida Employment Growth Rates by Major Occupational Group

2010-2018

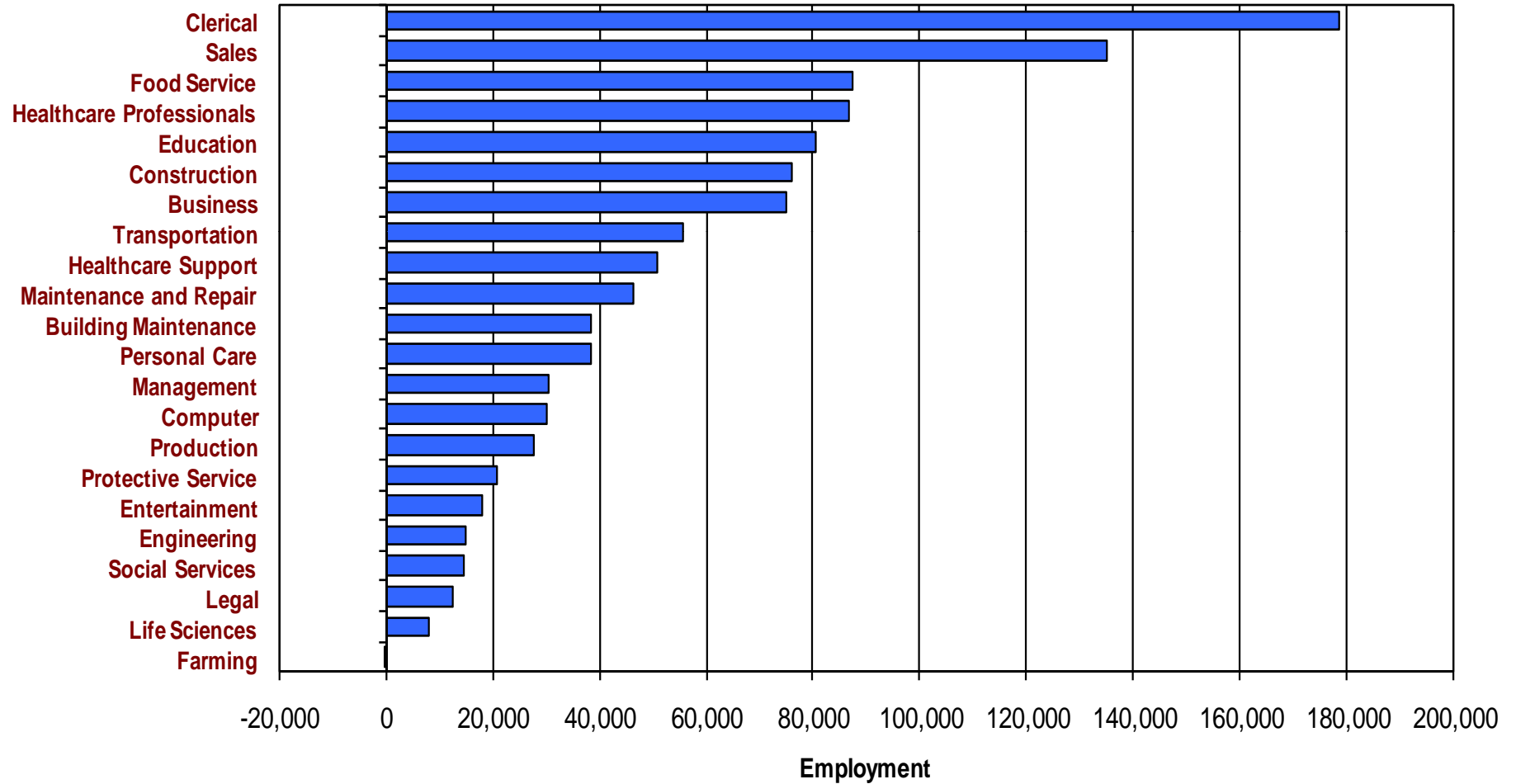


Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center





# Florida Employment Growth by Major Occupational Group 2010-2018



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center.



# Fastest-Growing Detailed Occupations\* 2010-2018

RANK	OCCUPATIONAL TITLE	ANNUAL GROWTH		AVERAGE	EDUCATIONAL
		PERCENT	LEVEL	HOURLY WAGE	ATTAINMENT
1	Network Systems and Data Communications Analysts	5.35	1,088	34.06	PSAV Cert.
2	Home Health Aides	5.13	1,686	10.54	PSAV Cert.
3	Employment, Recruitment, and Placement Specialists	4.59	645	22.35	CC Cert./Degree
4	Cost Estimators	4.43	477	28.14	CC Cert./Degree
5	Veterinary Technologists and Technicians	4.20	251	13.75	CC Cert./Degree
6	Physician Assistants	4.13	168	42.64	Bachelor's
7	Personal Financial Advisors	4.12	734	31.81	Bachelor's
8	Personal and Home Care Aides	3.95	572	9.67	PSAV Cert.
9	Heating, A.C., Refrigeration Mechanics and Installers	3.83	867	18.95	PSAV Cert.
10	Dental Hygienists	3.76	339	28.81	CC Cert./Degree

\* includes occupations with a minimum of 4,000 jobs in 2010

H.S. – High School

PSAV – Postsecondary Adult Vocational Certificate

CC Cert. – Community College Certificate



# Detailed Occupations Gaining the Most New Jobs 2010-2018

RANK	OCCUPATIONAL TITLE	ANNUAL GROWTH		AVERAGE	EDUCATIONAL
		PERCENT	LEVEL	HOURLY WAGE	ATTAINMENT
1	Retail Salespersons	1.92	4,790	13.34	High School
2	Customer Service Representatives	3.07	4,620	14.43	PSAV Cert.
3	Registered Nurses	2.52	3,892	30.31	CC Cert./Degree
4	Food Preparation & Serving Workers	2.25	3,507	8.78	Less Than H.S.
5	Office Clerks, General	2.04	2,979	12.22	High School
6	Stock Clerks and Order Fillers	1.72	2,708	10.81	High School
7	Cashiers	1.15	2,491	9.11	High School
8	Waiters and Waitresses	1.30	2,306	10.04	Less Than H.S.
9	Landscaping and Groundskeeping Workers	2.38	2,288	11.36	Less Than H.S.
10	Secretaries, Except Legal, Medical, and Executive	1.43	2,147	14.16	PSAV Cert.

H.S.– High School  
 PSAV – Postsecondary Adult Vocational Certificate  
 CC Cert. – Community College Certificate



## Occupational Wages

- The 2010 average hourly wage for all occupations is \$19.27, up from \$18.78 (2.6 percent) in 2009.
- 21 of 22 major occupational groups had increases in their 2010 average hourly wage. Changes in wages ranged from -1.0 percent for social services occupations to +5.5 percent for sales occupations.
- The 2010 overall average hourly wage for occupations requiring postsecondary training below a bachelor's degree was \$20.87, up from \$20.48 (1.9 percent) in 2009.



**Standard Occupational  
Classification (SOC)  
Occupational Education  
Requirement and  
Training Code Review**

*Workforce Estimating Conference*

*August 31, 2010*



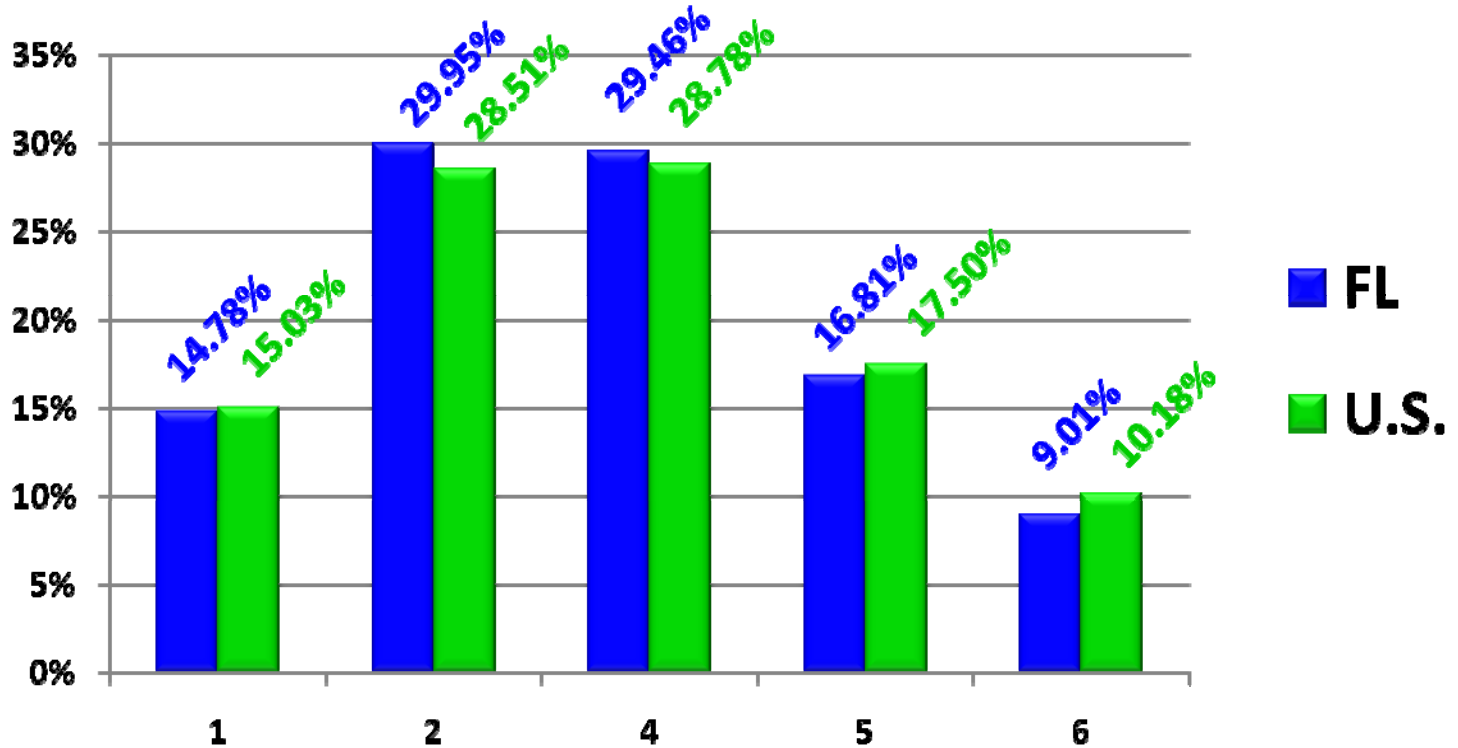
# Occupational Education Training Code Crosswalk: FL DOE v. U.S. Bureau of Labor Statistics

DOE		BLS	
<b>1</b>	Less Than a High School Diploma	<b>11</b>	Short-Term On-the-Job Training
<b>2</b>	High School Diploma or GED	<b>10</b>	Moderate-Term On-the-Job Training
<b>3</b>	Post-Secondary Adult Vocational Certificate	<b>7</b>	Post-Secondary Vocational Training
		<b>8</b>	Work Experience in a Related Occupation
		<b>9</b>	Long-Term On-the-Job Training
<b>4</b>	College Credit Certificate, ATD, Associate's Degree	<b>6</b>	Associate's Degree
<b>5</b>	Bachelor's Degree	<b>4</b>	Work Experience, Plus a Bachelor's Degree or Higher
		<b>5</b>	Bachelor's Degree
<b>6</b>	Master's Degree or Higher	<b>1</b>	First Professional Degree
		<b>2</b>	Doctoral Degree
		<b>3</b>	Master's Degree



## Educational Attainment: FL v. U.S.

Percent of  
Workers  
Who Have  
Attained  
Each  
Educational  
Level



Occupational Education Code of Workers, Under DOE Structure

**Note:** Training code 3 is not included in the analysis because the ACS does not survey for PSAV certificate holders

\* Source: U.S. Census Bureau, 2008 American Community Survey (ACS).



# Occupational Training Code Review Process: Use of National Educational Attainment Distribution

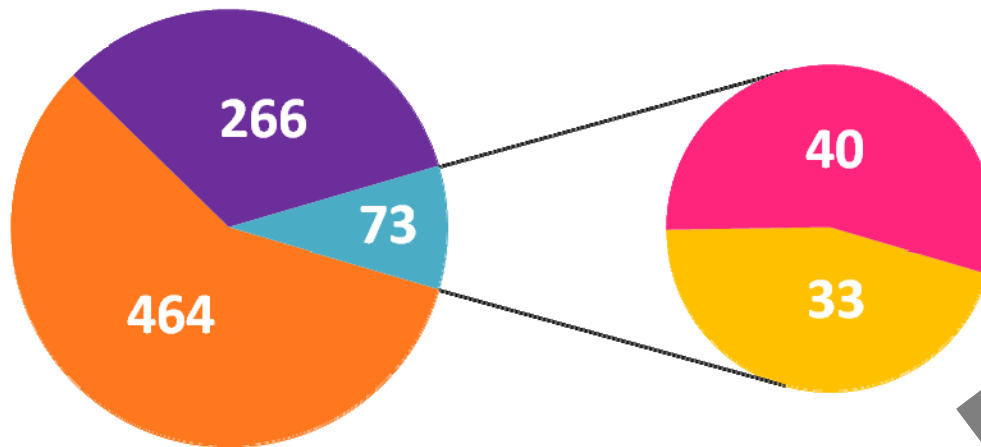
## Examples: Gaming Managers and Medical & Health Services Managers

Occupational Title	Codes			Educational Attainment, by Percent of Workers Employed							Does the occupation fall into one of the ranges below? <i>Percent of workers employed who have attained education falling in range seen below (either under DOE code 1-4 or 5-6)</i>						Have the majority of workers attained education falling in the range the DOE education training code falls in?
	BLS ↓	DOE →		Less Than a High School Diploma	High School Diploma or Equivalent	Some College, No Degree	Associate's Degree	Bachelor's Degree	Master's Degree	Doctoral or Professional Degree	1-4			5-6			
		DOE Equivalent of BLS Code	Current DOE Code	1	2	3	4	5	6	6	%	50-60 %	60+ %	%	50-60 %	60+ %	
Gaming Managers	8	3	5	7.65	<b>29.70</b>	28.65	7.06	21.73	4.43	0.79	<b>73.05</b>	NO	YES	26.95	NO	NO	NO
Medical and Health Services Managers	4	5	4	1.31	9.05	16.09	12.79	<b>31.15</b>	22.54	7.08	39.23	NO	NO	<b>60.77</b>	NO	YES	NO





## Training Code Review: Outcomes



■ No Coding Difference

■ Coding Difference but Not Reviewed

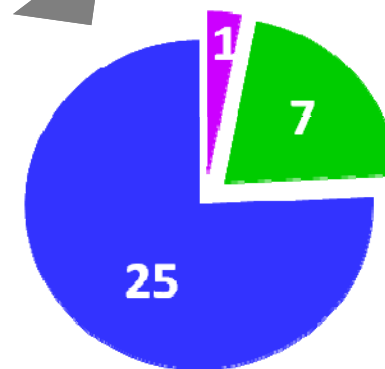
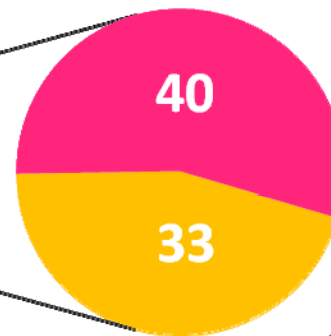
■ Reviewed and Changed

■ Reviewed but Not Changed

■ Changed Downward, from Requiring Bachelor's Degree or Higher to Below Baccalaureate Level

■ Changed Downward or Upward, with Old and New Codes Both Requiring Below Baccalaureate Level

■ Changed Upward, from Requiring Below Baccalaureate Level to Bachelor's Degree or Higher



# **Process for Reviewing the Florida Education Training Codes Assigned to the Standard Occupational Classification (SOC) Codes**

**May 2010**

## **Background:**

Occupational information produced by the Florida Agency for Workforce Innovation (AWI), Labor Market Statistics (LMS) Center is based on the Standard Occupational Classification (SOC) codes published by the U.S. Government's Executive Office of the President, Office of Management and Budget (OMB). In order to inform jobseekers, students, workforce professionals, and training providers of the level of education typically required for entrance into an occupation, AWI attaches an education training code to each SOC code and its respective occupation.

Originally, AWI used an eleven-category education training code structure, developed by the U.S. Department of Labor (DOL), Bureau of Labor Statistics (BLS), to assign educational requirements to each of the 803 SOC codes for which occupational employment and wage information is produced in Florida. After using the USDOL/BLS training codes for several years in the education and workforce planning process, the Florida Department of Education (DOE) felt that the education codes developed by USDOL/BLS were not completely reflective of the education and training requirements in the State of Florida. As a result, DOE established their own six-category education training code structure for AWI to use with our SOC based occupational employment and wage information (see Attachment A).

At the February 2010 Florida Workforce Estimating Conference (WEC), which identifies high demand, high wage occupations to be targeted by the workforce system, conference principals requested that AWI establish a list of high demand occupations that focuses on those occupations requiring a Bachelor's degree. This list of high demand occupations needing Bachelor's degrees would be generated using occupational employment projections and wage information produced by AWI.

Prior to developing a list of high demand, high wage occupations that require a Bachelor's degree, AWI wanted to ensure that all of its workforce partners (DOE, Workforce Florida, Inc., Commission on Independent Education, and Board of Governors of the State University System) were satisfied with the education training codes that DOE had previously assigned to each of the SOC codes. Therefore, the workforce partners mentioned above held several meetings to review the current DOE training codes prior to the establishment of a list of high demand, high wage occupations needing Bachelor's degrees.

## Review Process:

The starting point for reviewing the DOE education training codes was the development of an acceptable crosswalk between the eleven-category USDOL/BLS training code structure and the six-category DOE structure so that a comparison of the educational requirements assigned by each organization could be made. General educational attainment (e.g. high school diploma or GED) is defined similarly under both structures, and the DOE training code structure does not encompass training code categories beyond that extent. The USDOL/BLS training code structure's categories, on the other hand, account for work experience and on-the-job training *in addition to* general educational requirements. As such, the education training code categories defined under the two structures were not directly paralleled but were aligned in a way that was accepted by workforce partners prior to reviewing the potential training code changes (see Attachment A).

With the training code crosswalk in place, AWI set out to identify a source of current educational attainment data from which to draw inferences that could give cause for training code changes. The USDOL/BLS publishes educational attainment data, by SOC code, under their own coding structure. To determine whether these data could be applicable to the State of Florida, AWI contrasted educational attainment data that the U.S. Census Bureau and their 2008 American Community Survey (ACS) compiled for workers across education levels in Florida with those in the U.S. The comparison indicated that the educational attainment distribution of Florida workers is, in fact, quite similar to that of workers across the country. Because of the similarities in educational makeup between national and Floridian workforces, the educational attainment data supplied by the USDOL/BLS was used as a basis for determining which occupations' training codes appeared to need revision.

In the workforce partners' initial meeting, it was established that those occupations with DOE training codes equivalent to the USDOL/BLS codes (based on the crosswalk) not undergo review. The partners agreed that the final review list, filtered from the original list of all 339 occupations with training code differences under the two structures, would be comprised of only those occupations for which educational attainment data suggested that the majority of workers were employed *'on the wrong side of the fence'*-- whereby 50 percent or more of workers employed had attained education equal to or beyond a Bachelor's degree but the education training code assigned by DOE denoted less than a Bachelor's degree was needed, or vice versa.

The final review list compiled under the aforementioned parameters represented 73 occupations. With the 50 percent mark seeming to be a rather loose determinant for changing a training code, stricter criteria were implemented at the final review meeting. Workforce partners agreed to revise training codes for all occupations in which the majority of workers employed (greater than 63 percent) had attained levels of education that were inconsistent (i.e. *'on the wrong side of the fence'*) with the training codes assigned by DOE; the stipulation that certain training codes undergo further review at the discretion of meeting participants was enacted in cases where the national data did not appear to accurately portray educational requirements for workers employed in particular occupations in Florida. Additionally, occupations in which a marginal majority of workers employed (between 57 and 63

percent) had attained levels of education that were inconsistent with the training codes assigned by DOE underwent more thorough review to assess whether changes were indeed necessary. The newly designated education training codes, as decided upon by the workforce partners, were those that characterized the majority of workers and that were previously assigned different training codes under the USDOL/BLS and DOE structures.

By the conclusion of the final review meeting, workforce partners came to a consensus on which occupations needed training code changes and which did not. The meetings culminated with the decision that education training codes assigned to 33 occupations would be revised to more accurately reflect the educational requirements needed for entry into those occupations (see Attachment B). Of the 33 occupations for which education training codes were changed, 25 were changed from requiring education below the baccalaureate level to now requiring a Bachelor's degree or higher; the remaining 8 code changes either decreased the educational requirement or increased the educational requirement with the new requirement still falling below the baccalaureate level.

These training code changes are tentatively scheduled to become effective with the 2010-2018 employment projections and with the 2011-12 statewide demand occupation list that will be approved at the August 2010 WEC. The accomplishment of this feat will now allow for a more comprehensive list of high demand, high wage occupations needing Bachelor's degrees to be established.

If any organization would like to contest a training code change as outlined in Attachment B, please e-mail your appeal to Bill Dobson of the Agency for Workforce Innovation, Labor Market Statistics Center, at [William.Dobson@flaawi.com](mailto:William.Dobson@flaawi.com). Be sure to include the basis for your appeal as well as any other applicable information in the e-mail. All appeals will be reviewed and handled as done previously during the initial review process, with revisions to be approved upon attaining a consensus of the workforce partners.

Attachment A

<b>Occupational Education and Training Requirement Codes</b>	
<i><b>DOE</b></i>	<i><b>BLS</b></i>
<p><b>1</b> <b>Less than a High School Diploma</b> Occupations in which workers can receive the training they need on the job and are not required to have earned a High School Diploma or GED.</p>	<p><b>11</b> <b>Short-Term On-The-Job Training</b> These are occupations in which workers generally can develop the skills needed for average job performance after a short demonstration or up to 1 month of on-the-job experience and instruction.</p>
<p><b>2</b> <b>High School Diploma or GED</b> Occupations that generally require a High School Diploma or GED for employment.</p>	<p><b>10</b> <b>Moderate On-The-Job Training</b> These are occupations in which workers can develop the skills needed for average job performance after 1-12 months of combined on-the-job experience and informal training.</p>
<p><b>3</b> <b>Post-Secondary Adult Vocational Certificate</b> Occupations that generally require completion of Career and Technical training. Some programs last only a few weeks while others may last more than a year. In some occupations, a license is needed that requires an examination after completion of the training.</p>	<p><b>7</b> <b>Post-Secondary Vocational Training</b> These are jobs that generally requires completion of vocational school training. Some programs last only a few weeks while others may last up to two years. In some occupations, a license is needed that requires passing an examination after completion of the training.</p> <p><b>8</b> <b>Work Experience in a Related Occupation</b> These are jobs that generally require skills obtained through work experience in an occupation. Some occupations requiring work experience are supervisory or managerial occupations.</p> <p><b>9</b> <b>Long-Term On-The-Job Training</b> These are jobs that generally require more than 12 months of on-the-job training or experience and formal classroom instruction for workers to develop the skills needed for average job performance. This category includes formal and informal apprenticeships that may last up to 4 years and short-term intensive employer-sponsored training that workers successfully complete. Individuals undergoing training are considered "employed" in the occupation. This category includes occupations in which workers may gain experience through non-work activities.</p>
<p><b>4</b> <b>College Credit Certificate, Applied Technology Diploma, Associate of Applied Science, Associate's Degree</b> Occupations that generally require the completion of a college credit credential. College Credit Certificate and Applied Technology Diplomas are specialized college credit credentials that vary in length. Associate of Applied Science and Associate Degrees generally require at least 2 years of FTE academic work.</p>	<p><b>6</b> <b>Associate's Degree</b> These are occupations that generally require an associate's degree. Completion of the degree program generally requires at least 2 years of FTE academic work.</p>
<p><b>5</b> <b>Bachelor's Degree</b> Occupations that generally require a Bachelor's degree. Completion of the degree program generally requires at least 4 years, but not more than 5 years, of FTE academic work.</p>	<p><b>4</b> <b>Work Experience, Plus a Bachelor's Degree or Higher</b> These are occupations that generally require work experience in an occupation requiring a bachelor's degree or higher. Most occupations in this category are managerial occupations that require experience in a related non-managerial position.</p> <p><b>5</b> <b>Bachelor's Degree</b> These are jobs that generally require a bachelor's degree. Completion of the degree program generally requires at least 4 years, but not more than 5 years, of FTE academic work.</p>
<p><b>6</b> <b>Master's Degree or Higher</b> Occupations that generally require a master's doctoral, or first professional degree. Completion of one of these degree programs usually requires from 1-6 years of FTE academic work beyond the bachelor's degree.</p>	<p><b>1</b> <b>First Professional Degree</b> These are occupations that require a professional degree. Completion of the academic program usually requires at least 6 years of FTE academic work, including college study prior to entering the professional degree program.</p> <p><b>2</b> <b>Doctoral Degree</b> These are occupations that generally require a Ph.D. or other degree. Completion of the degree program usually requires at least 3 years of FTE academic work beyond the bachelor's degree.</p> <p><b>3</b> <b>Master's Degree</b> These are jobs that generally require a master's degree. Completion of the degree program usually requires 1-2 years of FTE work beyond the bachelor's degree.</p>

Attachment B

SOC Code	Occupational Title	Occupational Education Training Code			
		Current		New	
		Code	Educational Requirement	Code	Educational Requirement
112011	Advertising and Promotions Managers	4	College Credit Certificate, ATD, Associate's Degree	5	Bachelor's Degree
112021	Marketing Managers	4	College Credit Certificate, ATD, Associate's	5	Bachelor's Degree
112022	Sales Managers	4	College Credit Certificate, ATD, Associate's	5	Bachelor's Degree
112031	Public Relations Managers	4	College Credit Certificate, ATD, Associate's	5	Bachelor's Degree
113021	Computer and Information Systems Managers	4	College Credit Certificate, ATD, Associate's Degree	5	Bachelor's Degree
113031	Financial Managers	4	College Credit Certificate, ATD, Associate's	5	Bachelor's Degree
119031	Education Administrators, Preschool and Child Care	4	College Credit Certificate, ATD, Associate's Degree	5	Bachelor's Degree
119071	Gaming Managers	5	Bachelor's Degree	3	Post-Secondary Adult Vocational Certificate
119111	Medical and Health Services Managers	4	College Credit Certificate, ATD, Associate's Degree	5	Bachelor's Degree
131121	Meeting and Convention Planners	2	High School Diploma or GED	4	College Credit Certificate, ATD, Associate's
132011	Accountants and Auditors	4	College Credit Certificate, ATD, Associate's	5	Bachelor's Degree
132051	Financial Analysts	4	College Credit Certificate, ATD, Associate's	5	Bachelor's Degree
132052	Personal Financial Advisors	4	College Credit Certificate, ATD, Associate's	5	Bachelor's Degree
132061	Financial Examiners	3	Post-Secondary Adult Vocational Certificate	5	Bachelor's Degree
171022	Surveyors	4	College Credit Certificate, ATD, Associate's	5	Bachelor's Degree
191032	Foresters	4	College Credit Certificate, ATD, Associate's	5	Bachelor's Degree
211011	Substance Abuse and Behavioral Disorder Counselors	3	Post-Secondary Adult Vocational Certificate	5	Bachelor's Degree
251194	Vocational Education Teachers, Postsecondary	3	Post-Secondary Adult Vocational Certificate	4	College Credit Certificate, ATD, Associate's Degree
259011	Audio-Visual Collections Specialists	2	High School Diploma or GED	5	Bachelor's Degree
259021	Farm and Home Management Advisors	3	Post-Secondary Adult Vocational Certificate	5	Bachelor's Degree
259031	Instructional Coordinators	4	College Credit Certificate, ATD, Associate's	6	Master's Degree or Higher
271021	Commercial and Industrial	3	Post-Secondary Adult Vocational Certificate	4	College Credit Certificate, ATD, Associate's
271022	Fashion Designers	3	Post-Secondary Adult Vocational Certificate	4	College Credit Certificate, ATD, Associate's
271027	Set and Exhibit Designers	3	Post-Secondary Adult Vocational Certificate	4	College Credit Certificate, ATD, Associate's
272011	Actors	1	Less Than a High School Diploma	3	Post-Secondary Adult Vocational Certificate
272012	Producers and Directors	4	College Credit Certificate, ATD, Associate's	5	Bachelor's Degree
272022	Coaches and Scouts	4	College Credit Certificate, ATD, Associate's	2	High School Diploma or GED
273031	Public Relations Specialists	4	College Credit Certificate, ATD, Associate's	5	Bachelor's Degree
273042	Technical Writers	4	College Credit Certificate, ATD, Associate's	5	Bachelor's Degree
291129	Therapists, All Other	4	College Credit Certificate, ATD, Associate's	5	Bachelor's Degree
299091	Athletic Trainers	4	College Credit Certificate, ATD, Associate's	5	Bachelor's Degree
413031	Securities and Financial Services Sales Agents	4	College Credit Certificate, ATD, Associate's Degree	5	Bachelor's Degree
419031	Sales Engineers	4	College Credit Certificate, ATD, Associate's	5	Bachelor's Degree



# 2011-12 Florida Demand Occupations List

Florida  
Agency for Workforce Innovation  
Labor Market Statistics Center

August 31, 2010





## Indexing Wage Thresholds Using the Employment Cost Index (ECI)

- The ECI, which is produced by the U.S. Department of Labor, Bureau of Labor Statistics, is a quarterly measure of changes in labor costs.
- WEC uses an ECI that includes wages and salaries, all civilian workers for all occupational groups.
- 2<sup>nd</sup> Quarter 2010 ECI = 112.2, 2<sup>nd</sup> quarter 2009 ECI = 110.4, Annual change = 1.6 percent.
- Last year's change in ECI for the Demand List was 1.8 percent.





## 2011-12 Statewide Demand List Occupational Criteria

- Requires postsecondary adult vocational training or a community college credit certificate, applied technology diploma, associate of applied science or associate's degree using revised occupational training codes. 2010-11 Criteria: same, but did not include the May 2010 training code changes.
- Has 150 projected annual openings and a growth rate above the average growth rate for all occupations (1.80 percent) or 360 projected annual openings with any positive growth. 2010-11 Criteria: growth rate 1.76%, openings same.
- Has a mean wage of at least \$12.86/hour and entry wage of \$10.45/hour to be eligible for an Individual Training Account. 2010-11 Criteria: mean wage \$12.66, entry wage \$10.29.
- Requires a mean wage of at least \$20.16/hour and entry wage of \$12.86/hour for a High Skill/High Wage designation. 2010-11 Criteria: mean wage \$19.84, entry wage \$12.66.



## 2011-12 Statewide Demand List

- 91 occupations meet the 2011-12 occupational criteria vs. 110 occupations meeting the 2010-11 criteria.
  
- 12 occupations were added to the 2011-12 list and 31 occupations on the 2010-11 list were dropped from the list.
  
- Primary reason for occupations being added to or dropped from the list:
  - Changes in projected openings for an occupation or
  - Changes made to the occupation's education/training code.



**Florida  
Agency for Workforce Innovation  
Labor Market Statistics Center**

**Caldwell Building  
MSC G-020  
107 E. Madison Street  
Tallahassee, Florida 32399-4111**

**Phone (850) 245-7211**

**Bill Dobson  
bill.dobson@flaawi.com**

**www.labormarketinfo.com  
fred.labormarketinfo.com  
www.floridawages.com  
<http://www.whatpeopleareasking.com/index.shtm>**

