

*Using Labor Market Information  
to Help Meet the Needs of  
CTE Students*

**CAREERS  
FOR THE 21<sup>ST</sup> CENTURY**

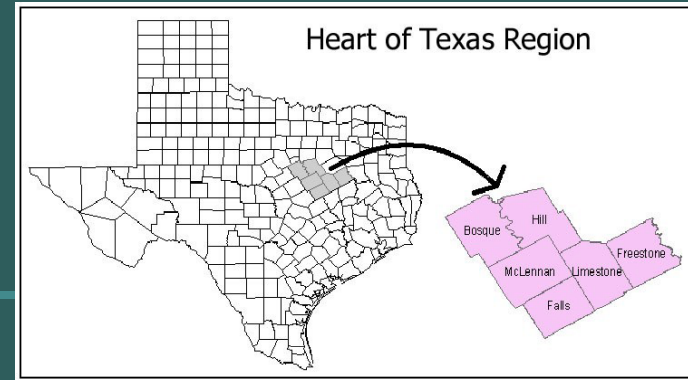
**CHRISTINE HOLECEK, ESC REGION 12**

# Today's Agenda

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- **What is Labor Market and Career Information**
- **What does the demand for talent look like in the Heart of Texas Workforce Area?**
- **What will it look like in the future?**

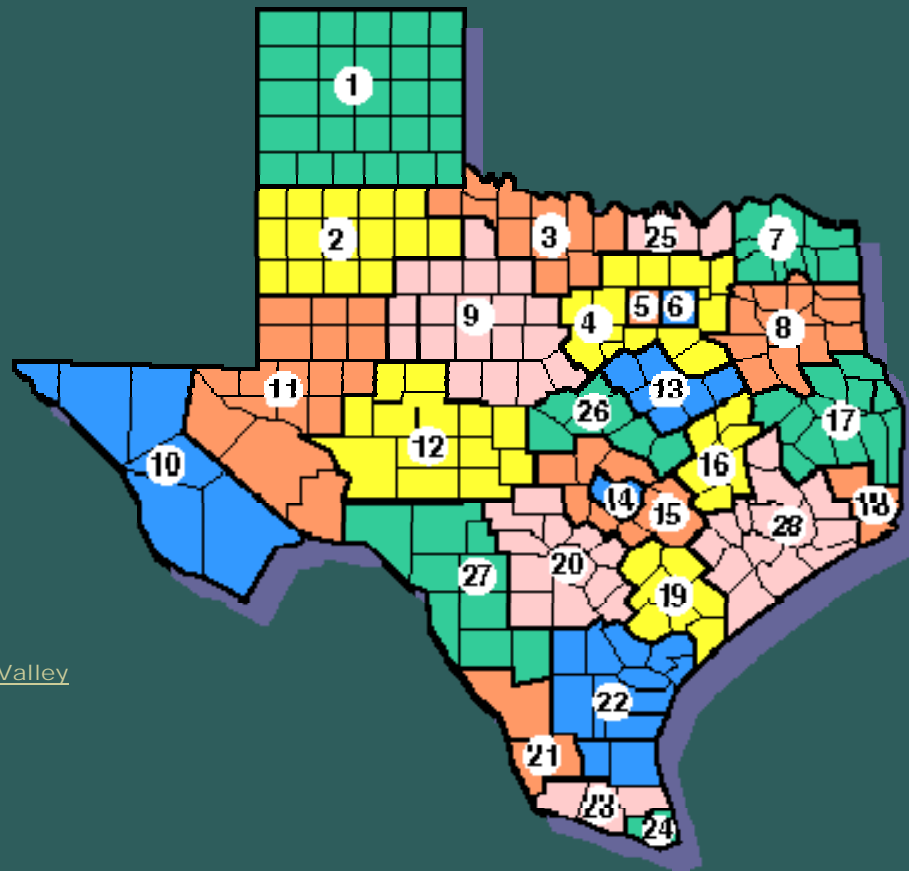
# HOTWTFDB, Inc.



- **One of 28 Boards in the State of Texas**
- **Administer grants and federal programs for employment, training and child care**
- **Staff conduct planning, policy development and oversight**
- **Contract for the delivery of services**
- **Workforce Solutions Centers**
- **Child Care Services**
- **Bring employers, workers, training providers together to promote a strong economy in the area**

# Local Workforce Development Boards

- [1. Panhandle](#)
- [2. South Plains](#)
- [3. North Texas](#)
- [4. North Central](#)
- [5. Tarrant County](#)
- [6. Dallas](#)
- [7. North East](#)
- [8. East Texas](#)
- [9. West Central](#)
- [10. Upper Rio Grande](#)
- [11. Permian Basin](#)
- [12. Concho Valley](#)
- [13. Heart of Texas](#)
- [14. Capital Area](#)
- [15. Rural Capital](#)
- [16. Brazos Valley](#)
- [17. Deep East Texas](#)
- [18. South East Texas](#)
- [19. Golden Crescent](#)
- [20. Alamo](#)
- [21. South Texas](#)
- [22. Coastal Bend](#)
- [23. Lower Rio Grande Valley](#)
- [24. Cameron County](#)
- [25. Texoma](#)
- [26. Central Texas](#)
- [27. Middle Rio Grande](#)
- [28. Gulf Coast](#)



# Future Workforce Committee

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*A strong group representative of the targeted industries to ensure that workforce needs of each industry is clearly represented as we develop our work aimed at designing and delivering better information to youth and their parents about occupational options in the Heart of Texas.*

# Planning

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- When government gives you \$10 million, they want to believe you are spending it wisely – thus, planning.
- A key to workforce development planning is understanding local LMCI.

# What is LMI?

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- One Popular Opinion:

Largely

Made-up

Information

# Premier Data Sites

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## National -

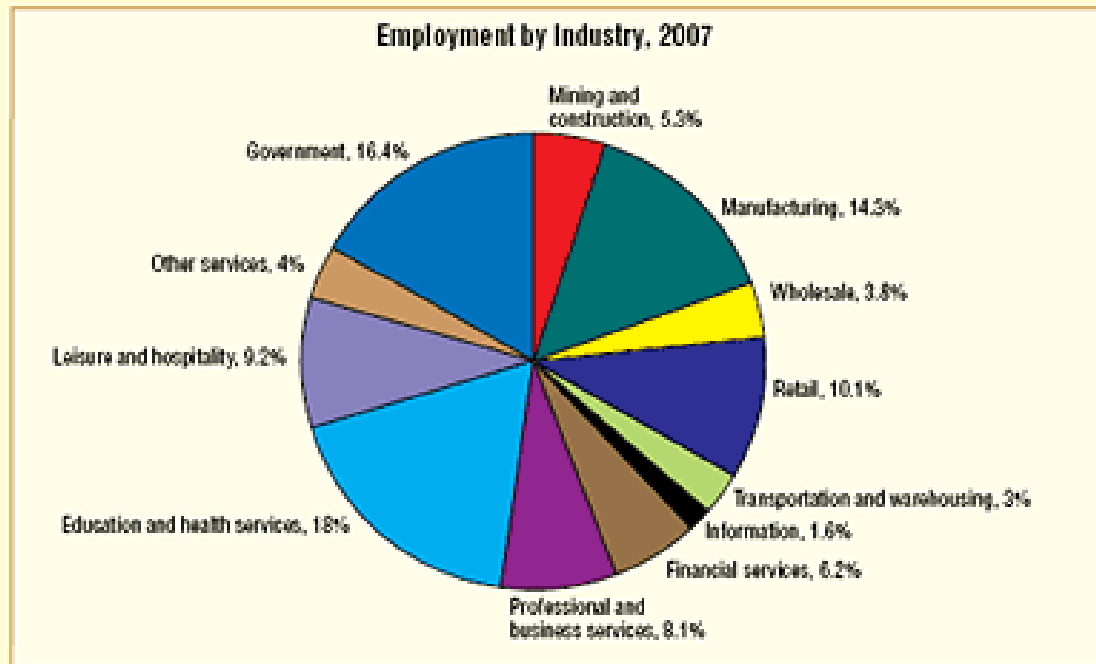
- US Bureau of Labor Statistics  
<http://www.bls.gov>

## State of Texas -

- Texas Workforce Commission  
<http://www.tracer2.com/>

# Growth Industries in the HOT

**Chart 2**  
**Diverse Base Shapes Waco Economy**



SOURCES: Bureau of Labor Statistics; Texas Workforce Commission.

## ....but which industries are growing?

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- 3323 Architectural and Structural Metals
- 3327 Machine Shops and Threaded Products
- 3329 Other Fabricated Metal Product Mfg
- 3364 Aerospace Product Industry
- 4841 General Freight Trucking
- 5415 Computer Systems Design, Related Services
- 6211 Offices of Physicians
- 6212 Offices of Dentists
- 6215 Medical and Diagnostic Laboratories
- 6221 General Medical and Surgical Hospitals
- 6231 Nursing Care Facilities
- 8111 Automotive Repair and Maintenance
- 8113 Commercial Machinery Repair/Maintenance

Labor Market Information CODES:  
Simpler than the *DaVinci Code*

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Industry - NAICS

Occupation - SOC

Training - CIP

# Industry

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## NAICS

North American Industry Classification System is the standard used by Federal agencies in classifying businesses for collecting, analyzing, and publishing statistical data related to the U.S. business economy.

NAICS was adopted in 1997 to replace the Standard Industrial Classification (SIC) system.

# Occupational

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## SOC

Standard Occupation Classification - used by Federal agencies to classify workers into occupational categories for collecting, calculating, disseminating data.

Workers are classified into one of over 820 occupations. Occupations are combined to form 23 major groups, 96 minor groups, and 449 broad occupations.

Each broad occupation includes detailed occupation(s) requiring similar job duties, skills, education, or experience.

# Training

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## CIP –

Classification of Instructional Programs - used by the National Center for Education Statistics to collect, collate, analyze, and report full and complete statistics on the condition of education.

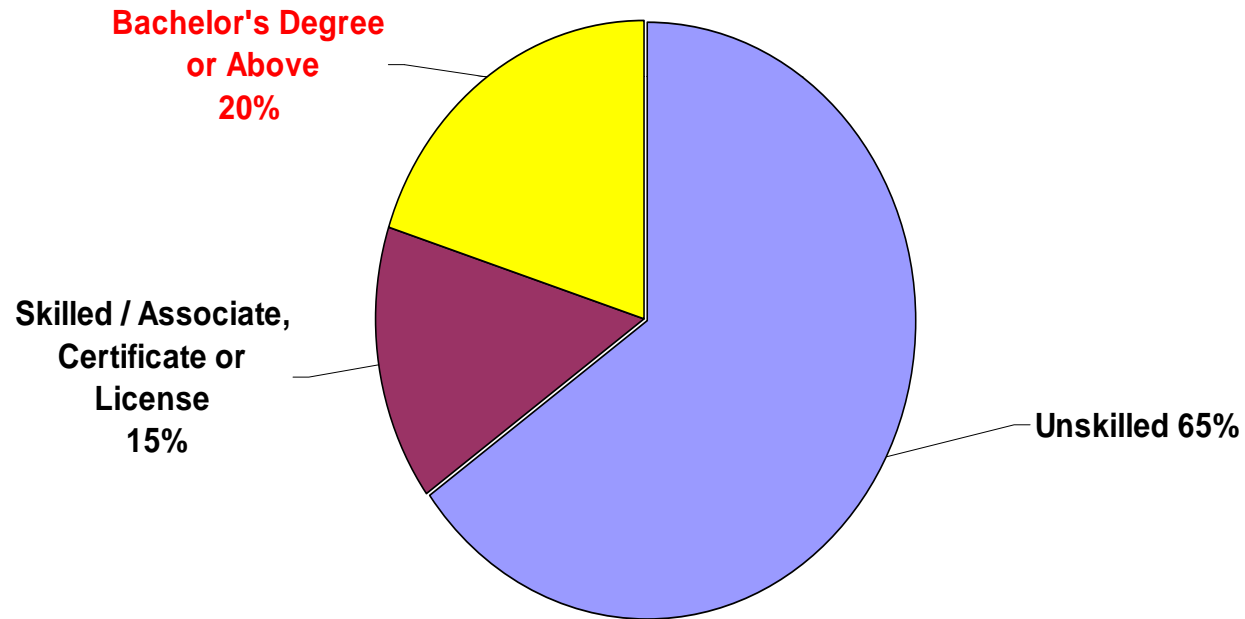
The CIP functions as a taxonomic scheme to support the tracking, assessment, and reporting of fields of study and program completion activity.

***In 1950, what percent of jobs required a bachelor's degree.***

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- a. 20
- b. 40
- c. 50
- d. 80

# 1950 Job Breakdown

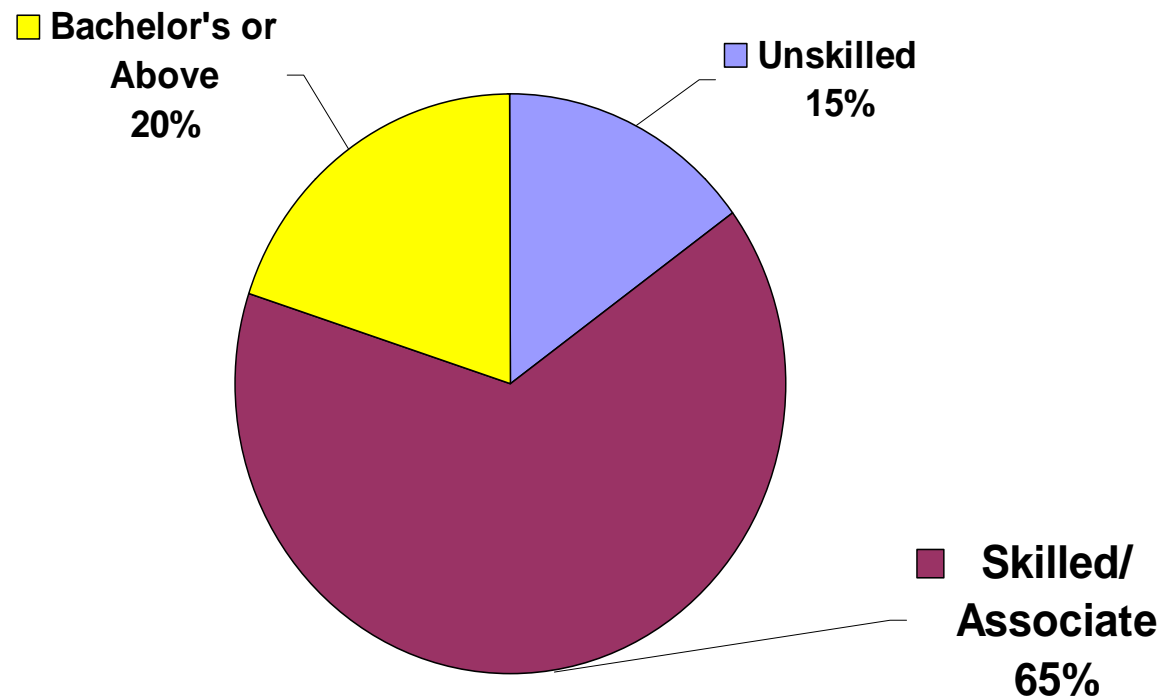


In 2008, the percentage of jobs requiring a bachelor's degree is:

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- a. 20
- b. 30
- c. 50
- d. 80

# 2008 JOBS



# Pipeline....

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LMCI analysts and users are particularly interested in K-12 educational programming - Why????

## Heart of Texas Counties, # of School Districts and % Population that are Youth (15-24)

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- Heart of Texas – 43 – 14.6%
- Bosque - 8 - 10.9%
- Falls - 3 - 13.9%
- Freestone - 3 - 13.4%
- Hill - 10 - 13.4%
- Limestone - 3 - 13.6%
- McLennan - 16 - 19.1%

TEXAS WORKS: TRAINING AND EDUCATION  
FOR ALL TEXANS

Susan Combs, Comptroller of Public Accounts, Dec. 2008

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*“The nationwide nursing shortage has received widespread publicity. ... There is less awareness, however, of Texas’ shortage of various technical specialists – welders, aircraft technicians, chemists, machinists, tool and die makers, and more. These shortages have a direct impact on the competitiveness of Texas companies as well as our ability to recruit new employers.”*

# Labor Market Info for Kids



BLS Kids

## Reality Check

After High School you will need to pay for housing, transportation, clothes...

Find out how much money you will need and which career will pay for all your needs.

[Enter Site](#)



# HOT High Demand Jobs

## And Average Entry Wage

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**1. RN – \$24**

**2. LVN – \$17**

**3. Auto Tech/Mech – \$16**

**4. Nurse Aide/Medication Asst. – \$9**

**5. Radiology Tech – \$20**

**6. Diesel Mech – \$16**

**7. Computer Support – \$18**

**8. Welder – \$13**

**9. Med Lab/Tech – \$12**

**10. Legal Scty – \$17**

## HOT Growth Occupations Requiring At least a Bachelor's Degree

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- Accountants and Auditors
- Chemists
- Computer System Analysts
- Engineers: Aerospace, Computer, Construction, Electrical
- Financial Analysts and Managers
- Medical Doctors, Physician Assistants, Nurse Practitioners

## Highest Employment in Waco for Males Age 19-21 the Last 2 Years

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Industry	Avg Mo Earnings	Avg New Hire Earnings
Administrative Services	\$ 829	\$ 604
Food and Beverage Stores	\$ 934	\$ 758
Specialty Trade Contractors	\$1,669	\$1,456
Wholesalers, Durable Goods	\$1,756	\$1,612
General Merchandise Stores	\$1,233	\$ 884
Food Services, Drinking Places	\$ 880	\$ 758

## Highest Employment in Waco for Females Age 19-21 the Last 2 Years

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Industry	Avg Earnings	Avg New Hire Earnings
General Merch Stores	\$1,048	\$ 797
Ambulatory Health Care	\$1,009	\$ 962
Hospitals	\$1,137	\$1,030
Administrative Services	\$ 957	\$ 789
Food Srvcs, Drnk Places	\$ 831	\$ 740
Nursing/Residential Care	\$1,101	\$1,119

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# *Crystal Ball: New and Emerging*

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"Making Magic:

New and Emerging Occupations"

by Sharon L. Jones



# New and Emerging Occupations

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Are you familiar with the occupations in the following fields?

- Healthcare: electroneurodiagnostic technologist, advanced practice psychiatric nurse, histotechnologist, orthoptist, biomedical photographer, polysomnographic technologist, health physicist
- Engineering: photonics engineer, energy engineer, transportation engineer, nanotechnology scientist
- Finance: financial engineer, algorithm scientist, risk analyst, decision science analyst
- Marketing: search engine optimization specialist, community manager, corporate blogger
- Social Science: restitution specialist; victim, witness, children's advocate

# Three Types

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The BLS evaluates whether a new occupation should be added to government publications.

- NEW occupation includes duties
  - developed recently
  - not included in a current occupational classification
  - no predictions are available about the field's growth rate
- EMERGING occupation is
  - recognized in small numbers
  - continues to grow
- EVOLVING occupation includes tasks that are changing significantly.

# Examples of NEW

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Data miner

Search engine analyst, optimizer

Corporate blogger

Diagnostic medical sonographer  
/Polysomnographic technologist

Cancer registrar

Nanotechnology researcher

Optical design engineer

Photonics engineer

# Examples of EMERGING

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Usability interface designer

Bioinformatics specialist

Decision science analyst

Greenhouse gas management  
engineer/scientist

# Examples of Evolving

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- Intelligence analyst, intelligence operations specialist
- Trade specialist
- Privacy analyst
- Character animator, modeler, texture mapper, storyboard artist

# Discussion Topics

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There is always more to see - data delay, integrity

Challenges of preparing students, AND equally important, preparing parents

Stigma of "Voc Ed"

# Thank You

*You have my sincere appreciation  
for your time and attention.*



*Obrigado!*



*Merci*



## Contact Information

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- Christine Holecek
- [cholecek@esc12.net](mailto:cholecek@esc12.net)
- 254-297-1284

