



Bloomington Job Market

September 2016

A Report on Online Job Posting Data in the
City of Bloomington



About RealTime Talent

RealTime Talent is a public-private collaboration between public agencies, private industry, higher education, and workforce developers. We are focused on helping a wide variety of decision-makers use real-time job posting data to help find solutions to our state's greatest workforce challenges. By providing access to data, training, and research support, RealTime Talent works with:

- Employer associations and chambers of commerce who support employers in meeting their talent needs;
- Academic leaders that choose which programs to start, stop, scale up, or scale down to meet the needs of their students and the economy;
- Academic, nonprofit, and workforce center counselors who guide students and job seekers in choosing educational investments and securing employment;
- Government agencies, foundations, and policy makers that monitor the current job market and prepare for the state's future workforce needs.

We owe a large debt of gratitude to the 600+ stakeholders who helped us figure out the best way to make a difference in the Minnesota workforce ecosystem, the nearly 900 Minnesota leaders currently using the real-time data tool TalentNeuron Recruit, and the wide variety of higher education, private sector, government, foundation, and nonprofit organizations who have invested time, leadership, and resources to help us get this far.

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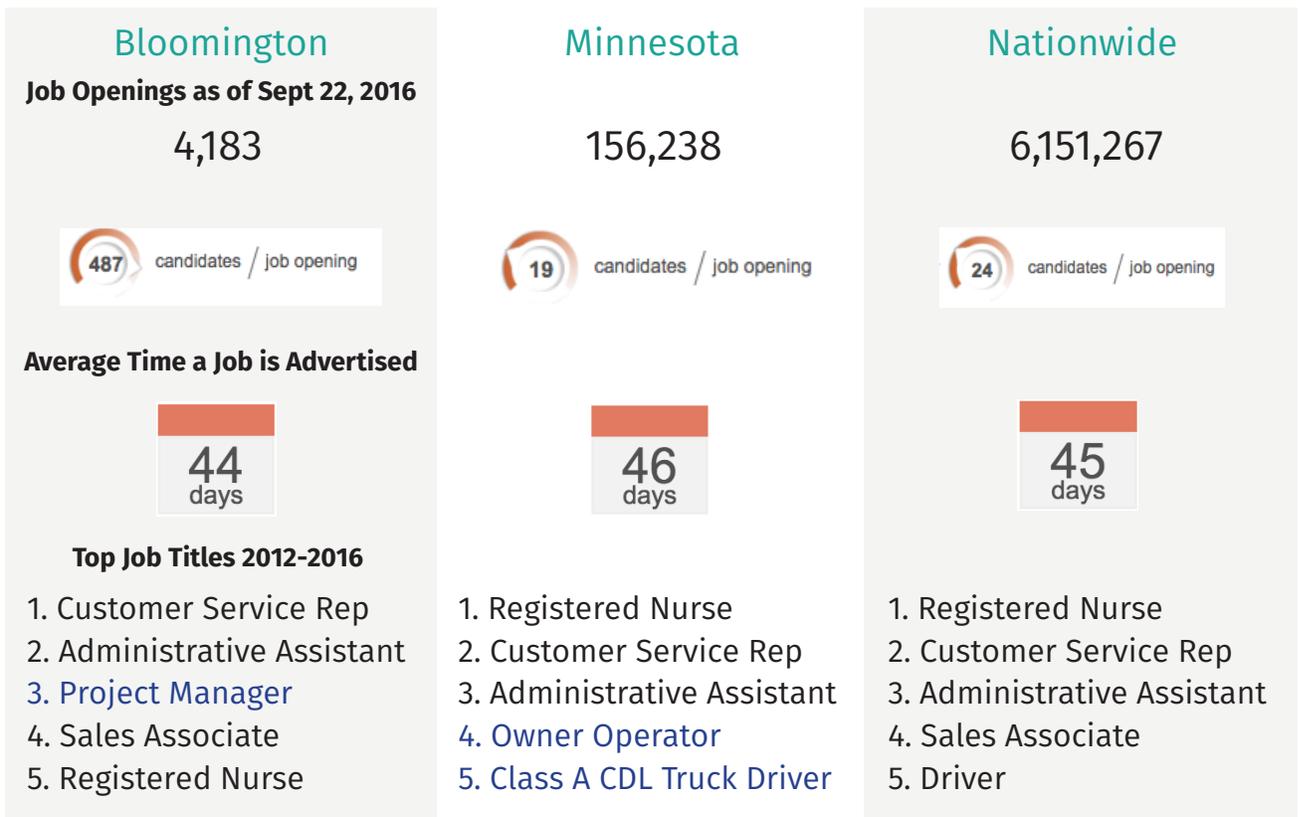
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Overview of Online Job Postings in Bloomington

The online job market in Bloomington contains a larger proportion of project management and business occupations than Minnesota or the nation as a whole, similar to its larger neighboring city of Minneapolis. On average, jobs advertised online in Bloomington and other parts of the Twin Cities Metro are filled slightly faster than the average job nationally, and typically offer higher salaries than positions found in Greater Minnesota.

Due to the large population of the Twin Cities Metro, the estimated number of qualified individuals per job opening is much greater than the estimates for the state or nation overall. The candidates per job opening measure indicates the number of people in the labor force (candidates) per active job posted online as of September 22, 2016.



Salary Range of All Positions in Bloomington

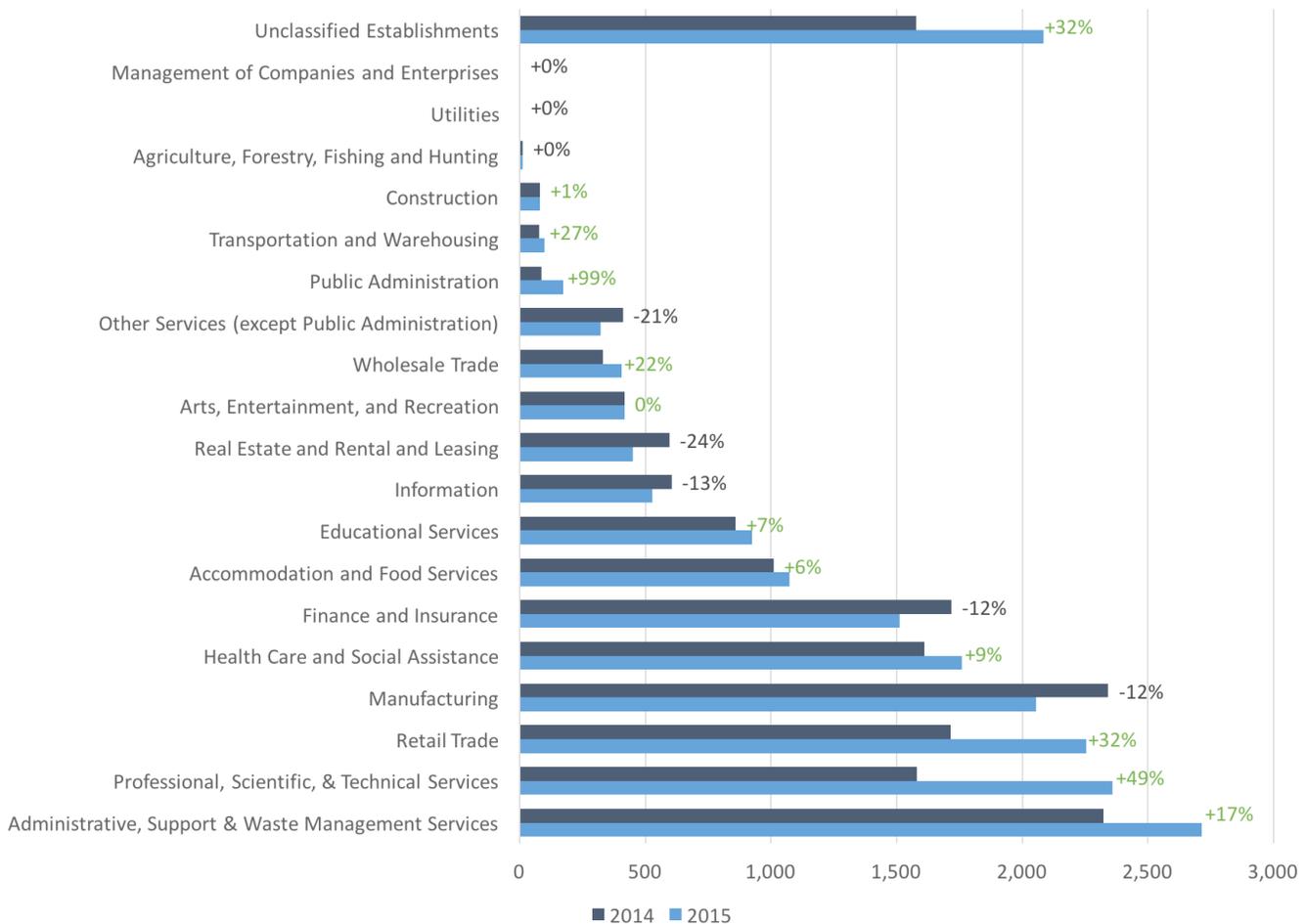


Industry Job Posting Trends

The volume of job postings advertised in Bloomington increased by 19% between 2014 and 2015, but primarily in unclassified establishments, public administration, and professional, scientific, and technical services. Only a few industries saw a decline in job posting volume during this time period, and in most cases the decline was moderate. The sheer volume of companies in Bloomington that are unclassifiable by standard NAICS is a symptom of the rapidly changing economic landscape and the inadequacy of current systems of classification.

The first half of 2016 already reveals a shift in talent recruitment needs among Bloomington businesses. Job posting volume in the first 6 months of 2016 was up by 11% from 2015, but with nearly all of this growth occurring in companies not classified by NAICS codes. This may suggest that staffing agencies and newer companies (both typically entering the market as “unavailable” or “unclassified”) are engaging in greater hiring, while more established companies in the region are slowing their recruitment.

Percent Change in Online Job Counts in Bloomington by Industry, 2014 - 2015



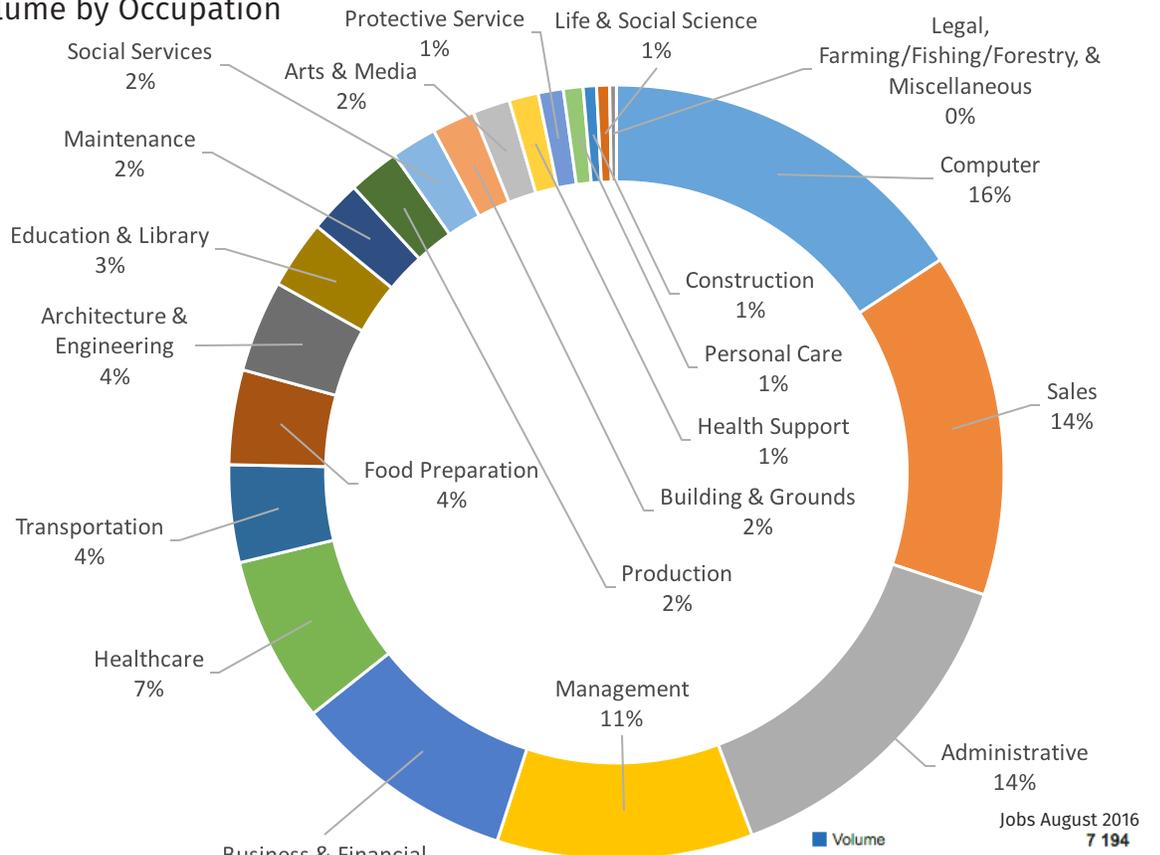
Job postings that were unclassifiable by industry code increased by 32% from 1,578 to 2,083. Posts by companies that did not indicate a NAICS classification code increased by 35% from 9,341 to 12,599.

Occupation Trends

January 1, 2016 - September 15, 2016

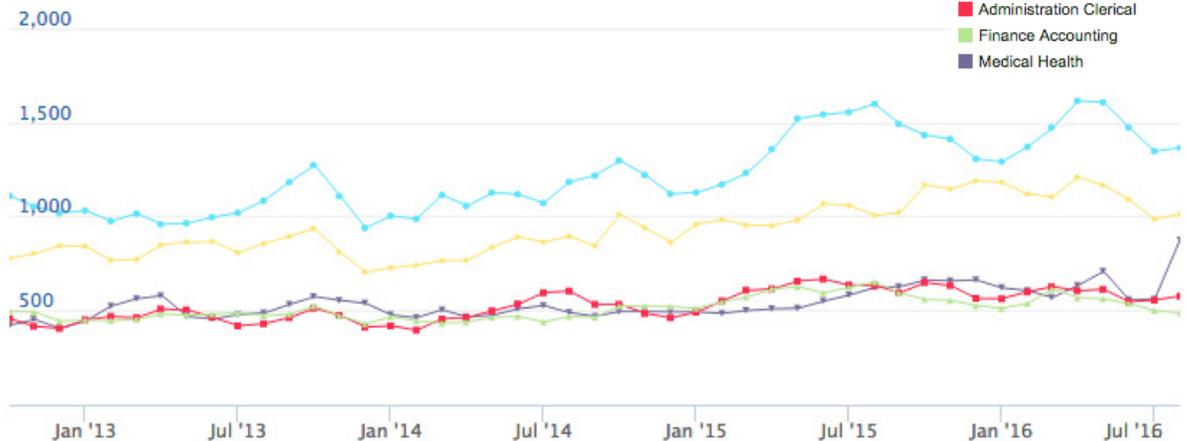
Computer and Mathematical Occupations are the top advertised positions in Bloomington (16% of all postings), and have been in high demand alongside sales and administrative occupations for the past four years. Sales and business development have been the top job functions in demand in Bloomington for four years, but information technology and healthcare have increased in demand rapidly and may surpass sales and business as the city's most needed jobs.

Job Posting Volume by Occupation



Jobs August 2016
7 194

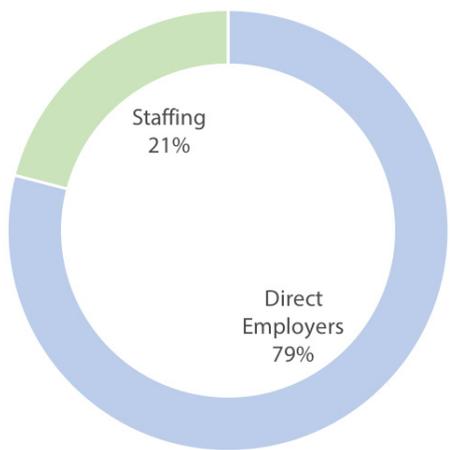
Job Posting Volume by Function (August 2012-2016)



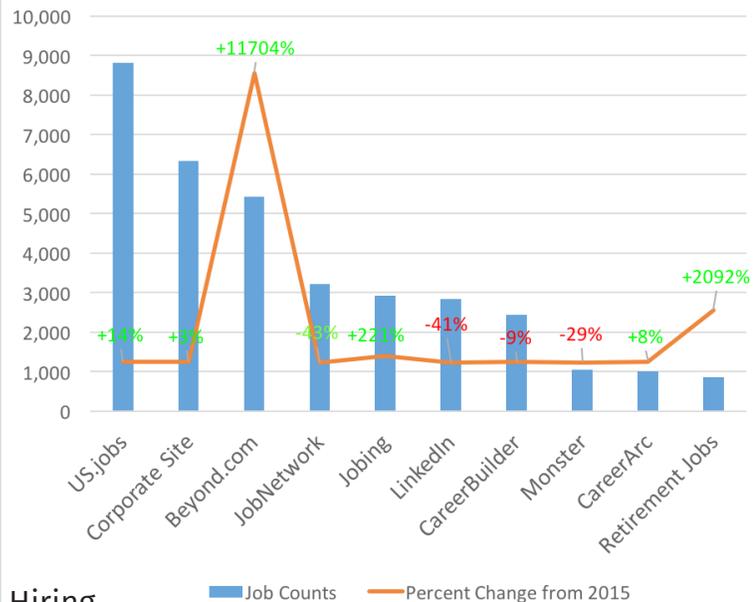
Employer Trends

January 1, 2016 - September 15, 2016

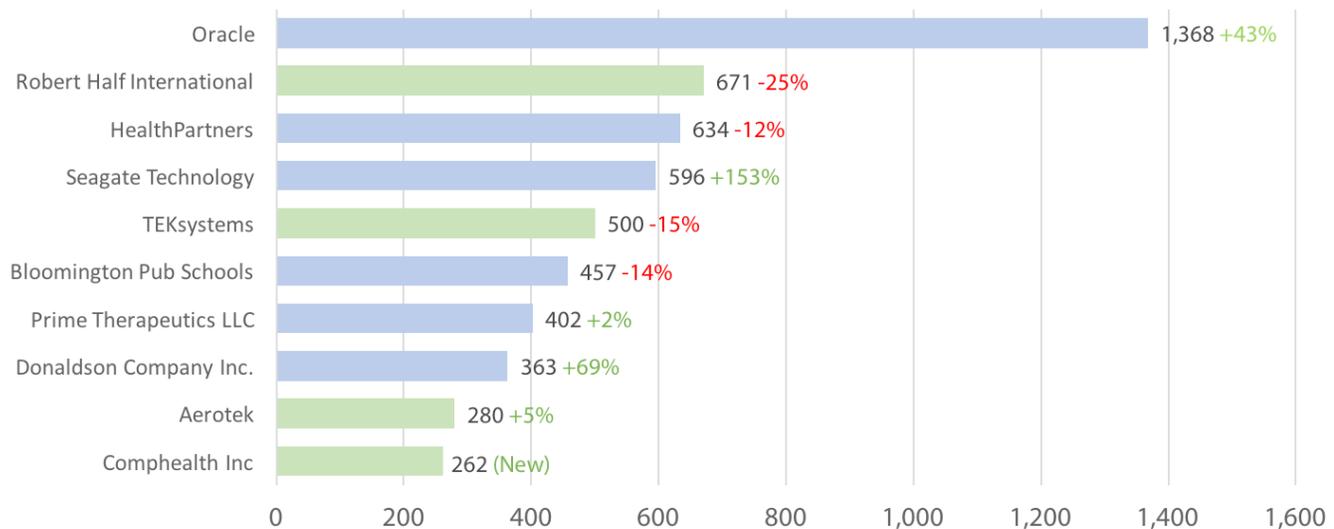
Roughly 79% of all jobs posted in Bloomington were by direct employers, with the greatest number of jobs being posted by Oracle, HealthPartners, Seagate Technology, and the Bloomington Public School District. Classic job boards like Monster and CareerBuilder (as well as social networking sites including LinkedIn) saw declines in job post volume while job aggregators and new sites - such as Beyond.com and RetirementJobs - saw large boosts in posts. As is the case throughout Minnesota, Craigslist has remained a consistently popular job posting site, particularly for part-time and temporary positions in the Hospitality Industry. Operations, logistics, and facilities construction positions were also posted at a higher rate on Craigslist than other job boards, pointing further to the difficulty of measuring “gig economy” jobs that are not captured in traditional Labor Market Information (LMI) data sources.



Job Posting Volume by Source



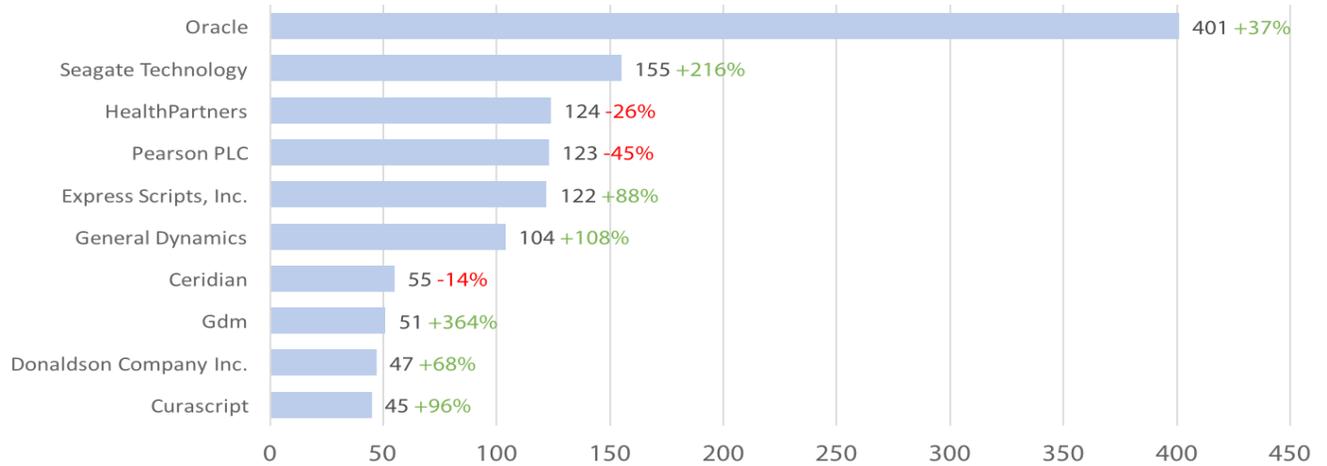
Job Posting Volume by Employer, Top Ten Hiring



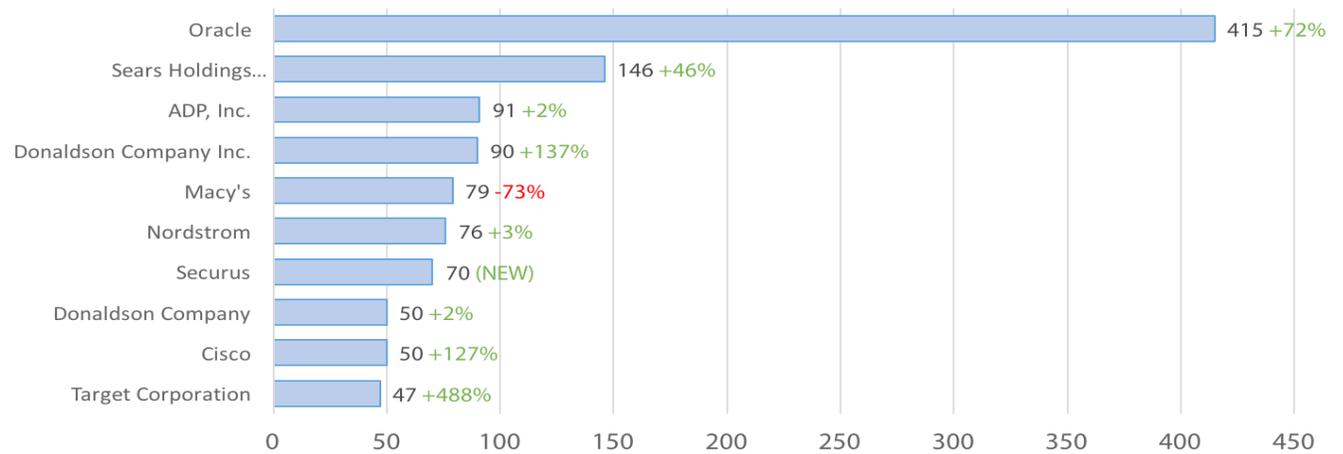
Top Employers Hiring by Job Function

January 1, 2016 - September 15, 2016

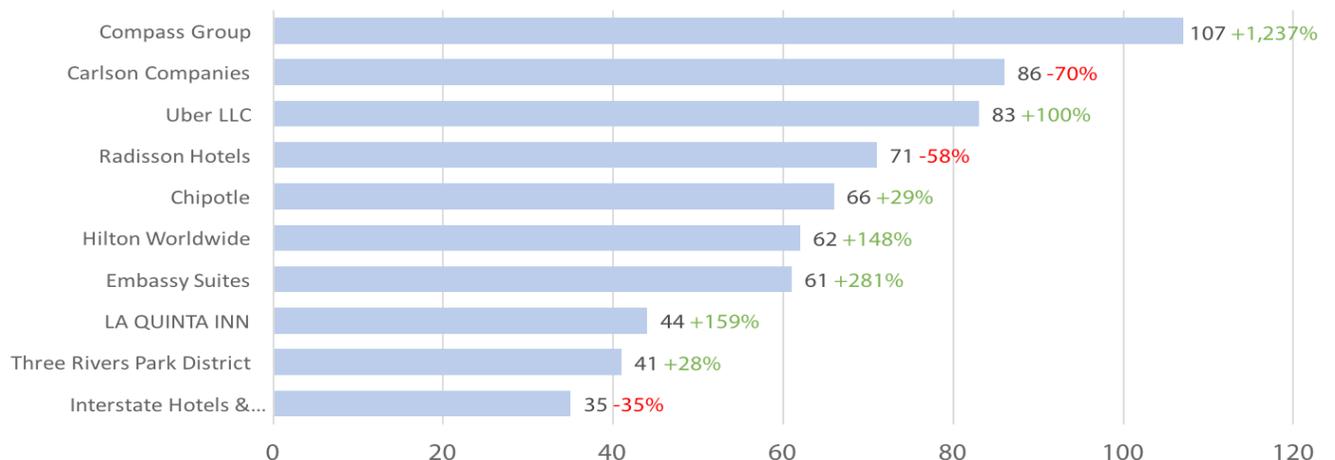
Information Technology (+2,730 job postings +13%)



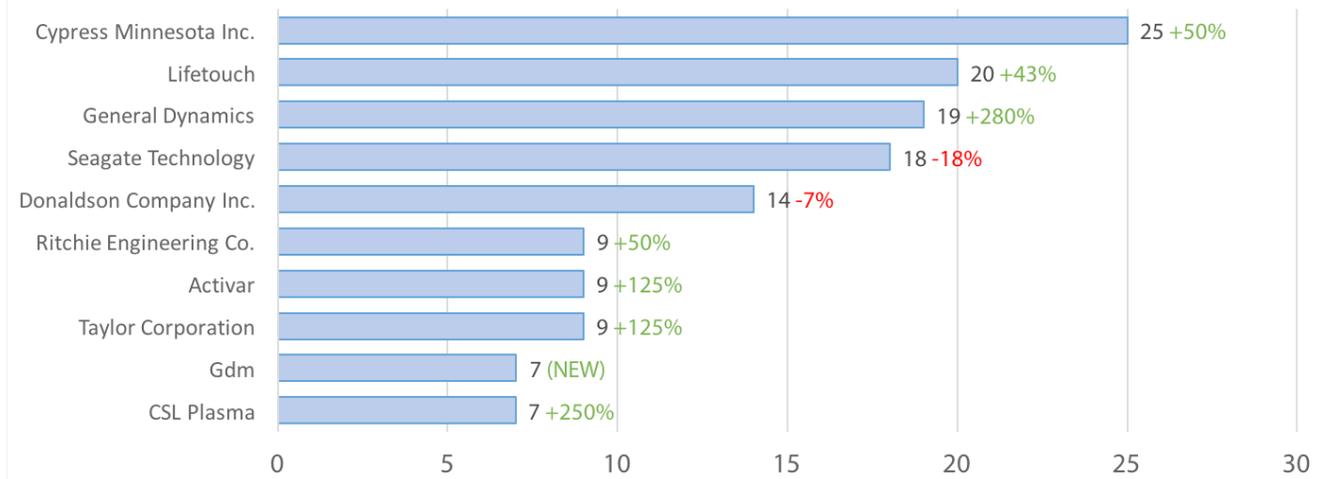
Business Services, Development, & Sales (4,029 job postings +3%)



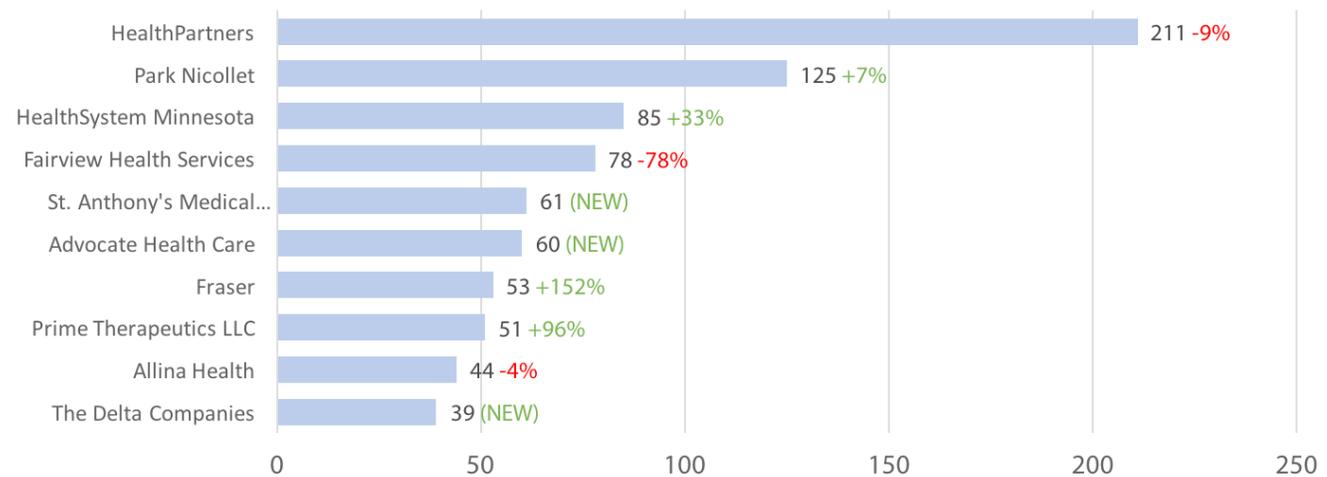
Hospitality & Services (2,032 job postings +25%)



Manufacturing (273 job postings -2%)



Healthcare (1,728 job postings +9%)



Direct employers only, excludes Craigslist ads. Branches recorded separately, for example, Fairview Health Services is separate from Fairview Home Care and Hospice or Bloomington Fairview Clinics.



Data Sources

The principal data source used in this report is TalentNeuron Recruit (formerly Wanted Analytics), a real-time labor market data source by CEB that spiders to online job postings to provide current data on position openings and recent trends. It pulls data from over 25,000 unique online job boards and corporate sites in North America alone. It can be accessed at www.wantedanalytics.com.

Postings by staffing agencies are included alongside direct employers, unless otherwise stated, and posts have been deduplicated for all analyses except for the chart indicating online job posting sites used by employers. Heavily-unionized sectors and any type of position that has a lower rate of posting job vacancies online will be under-represented by TalentNeuron Recruit Data. All data used in this report was pulled on September 22, 2016. Differences in results downloaded at an earlier or later date are due to changes in access to online postings, improved deduplication of postings, or other data quality improvements. Results depend on the posting practices of employers, and simply indicate that a vacancy was posted - not that a position was filled.

Functions highlighted on page 6 are defined by TalentNeuron Recruit and cross traditional occupation and industry silos. Industries are classified by 2-digit NAICS, and occupations are classified by 2-digit SOC, which can be accessed at http://www.bls.gov/soc/major_groups.htm. Calculation of candidates per job opening takes into account the total employable workforce available for all job positions that were open as of September 22, 2016, utilizing the labor force estimates provided by the Occupational Employment Survey (OES) and the Bureau of Labor Statistics (BLS) and TalentNeuron Recruit's database, factoring in Monthly Employment Rates and location. As such, "candidates" includes individuals who may not be actively seeking employment.

Top employers by job function separate advertised jobs into the primary function area of the new employee sought. It focuses on job activities as opposed to business classification. This approach was chosen as when companies are classified by standard industry codes (NAICS) they may not include all companies that participate in multiple industries or employ people in occupations that cross into those industries.

