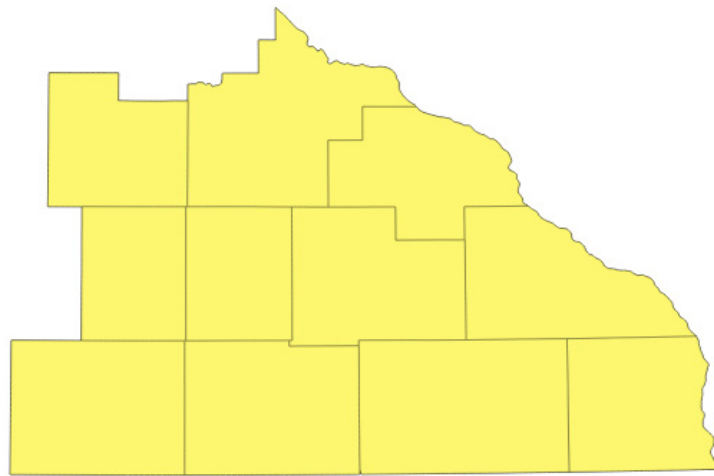


Southeast



November 2016

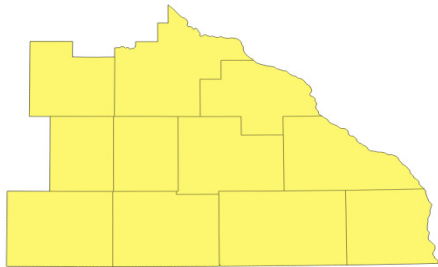
A Report on the Online Job Market in Southeast Minnesota



RealTime Talent

Using data to build the
world's best workforce

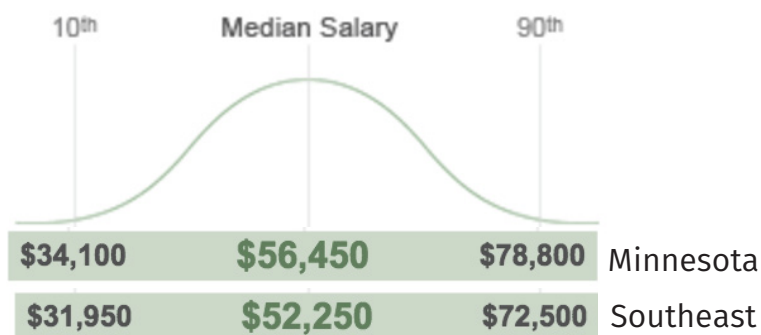
Southeast



Regional strengths of the Southeast include healthcare and social assistance (25% of employment) and manufacturing (35% of the region's output). Healthcare is concentrated around the regional center in Rochester, while manufacturing is distributed broadly across the region. Temporary agencies, staffing, and other employment services are abundant in this region, contributing to a higher job posting rate than other regions. With 500,923 inhabitants in 11 counties, the Southeast is currently Minnesota's third fastest growing region. Its population is slightly older than the rest of the state, with 15.6% over the age of 65 compared to 13.9% statewide.

Southeast	Minnesota	Nationwide
Job Openings as of Sept 30, 2016		
13,198	129,159	6,151,267
Average Time a Job is Advertised		
Top Job Titles 2012-2016		
<ol style="list-style-type: none"> 1. Class A CDL Truck Driver 2. Direct Support Prof 3. Registered Nurse 4. Administrative Assistant 5. Bank Teller 	<ol style="list-style-type: none"> 1. Registered Nurse 2. Customer Service Rep 3. Administrative Assistant 4. Owner Operator 5. Class A CDL Truck Driver 	<ol style="list-style-type: none"> 1. Registered Nurse 2. Customer Service Rep 3. Administrative Assistant 4. Sales Associate 5. Driver

Median Posted Salary of Positions in the Southeast, 2015-2016



Note: Only includes salary data that is publicly advertised in postings.

Southeast Industry Trends

January 2016 - September 2016

According to DEED’s Occupational Employment Statistics, over 25% of Southeast Minnesota’s jobs are in healthcare and social assistance, 8.5% higher than the state’s concentration in this industry. DEED estimates a total of 59,543 jobs in healthcare and social assistance are held at 1,027 firms in the industry. According to both DEED wage data and real-time job posting data, healthcare and social assistance positions offer higher average annual wages than any other industry - nearly \$16,000 higher on average. As of September 30, 2016 there were 2,310 jobs in a medical or health-related function in Southeast Minnesota.

The chart below summarizes features of the top medical and healthcare jobs in demand in Southeast Minnesota. The data reflects the 11,352 medical and healthcare jobs advertised during the first three quarters of 2016. Many healthcare jobs in the region, including nursing positions, are constantly advertised or “evergreen,” with 74% of all medical and health jobs staying online for 120 days or more in 2016.

Top Healthcare and Medical Occupations

		Number Healthcare Jobs Advertised (Jan-Sept 2016)	Increase in Job Volume since 2015	Median Advertised Salary since 2015	DEED Occupations in Demand Rank	DEED Projected Growth Rate to 2022
1	Registered Nurses	3,022	+17%	\$64,750	#1	+21%
2	Licensed Practical & Licensed Vocational Nurses	837	+16%	\$41,050	#14	+20.6%
3	Nursing Assistants	518	-3%	\$26,750	#7	+8.8%
4	Physical Therapists	470	+40%	\$76,600	#86	+24.2%
5	Family & General Practitioners	464	+227%	\$165,850	#100	+14%
6	Medical & Health Services Managers	412	-41%	\$92,300	#41	+20.8%
7	Internists, General	352	+278%	\$212,800	#131	+16.9%
8	Medical Assistants	324	+32%	\$30,700	#32	+19.4%
9	Physician Assistants	304	+45%	\$94,000	#60	+42.6%
10	Speech-Language Pathologists	282	+248%	\$73,100	#315	+9.4%
	Southeast Region	11,362	+9%			+23.6%

Top skills needed for the above occupations in demand

Hard Skills

- Pediatrics
- Patient Electronic Medical Records
- Geriatrics
- Diagnostic Image Review
- Medical-Surgical Nursing

Soft Skills

- Oral & Written Communication Skills
- Teamwork
- Quality Improvement
- Critical Thinking
- Problem Solving

Southeast Occupation Trends

January - September 2016

Although DEED's Occupational Employment Statistics indicates that office, administrative, and healthcare jobs employ the most people in the region as of 2015, like many of the Greater Minnesota regions, transportation jobs are the most numerous vacancies. Transportation jobs comprised 19% of all jobs advertised online in Southeast Minnesota in the first three quarters of 2016 (mostly for heavy tractor trailers and heavy truck driving), doubling since 2015. Healthcare practitioners are also in high demand, making up 13.2% of the total **64,787 jobs** in the region. Advertisements for Family and General Practitioners tripled in volume in just one year, with 464 openings to date in 2016. Computer, management, production, financial, and social services candidates are sought less in 2016 than 2015. The top certifications in demand include a commercial driver's license, Certified Registered Nursing, Basic Life Support, and HAZMAT certification.

Job Posting Volume by Occupation



Southeast Employer Trends

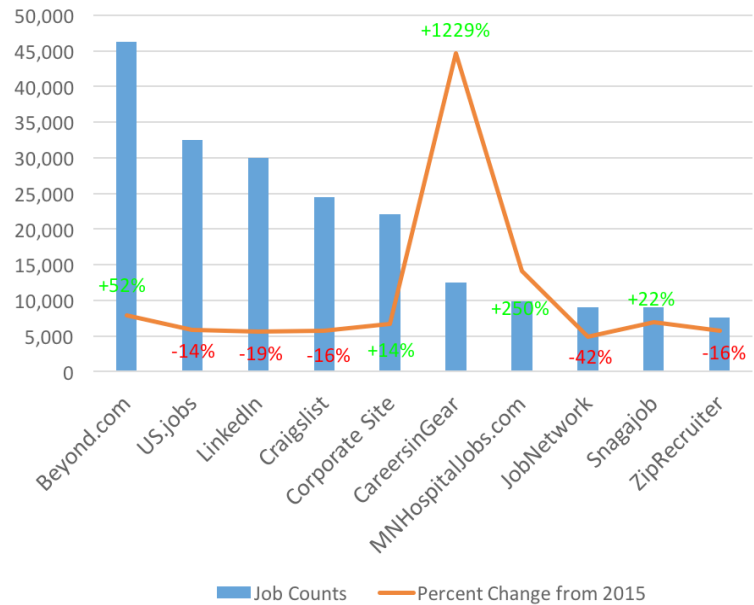
January 2016 - September 2016

The number of online job posts in the first three quarters of 2016 increased by 13% since 2015, proportionate to growth and replacement needs anticipated by DEED's Employment Outlook. Southern Minnesota Help Wanted advertises jobs in major cities in the Southeast. Craigslist is an important source for jobs, ranking as the fourth most-used site by employers after job aggregator Beyond.com, US.jobs, and LinkedIn, though use volume dropped by 15% in 2016. Although posting volume recently dropped slightly, Mayo Clinic is the region's top hiring employer with 3,206 unique job postings to date in 2016 (over 36,000 when duplicates are included). Celadon and Fastenal manufacturing companies rank as the #2 and #3 top recruiting employers for Minnesota's Southeast region.

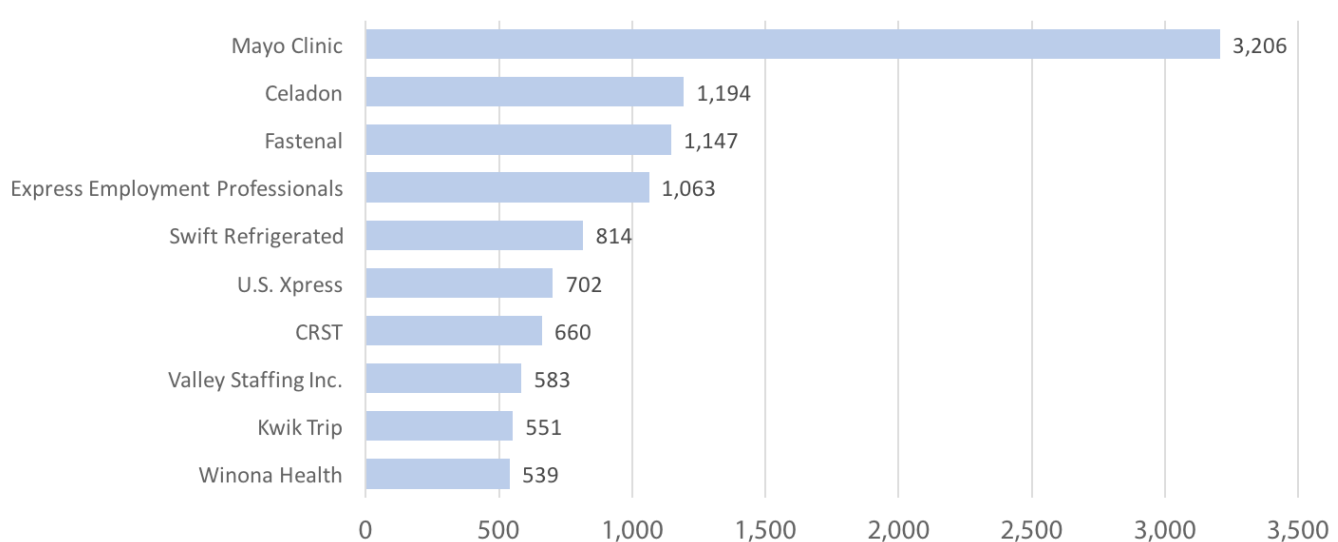
Share of Jobs by Direct Employers



Job Posting Volume by Source



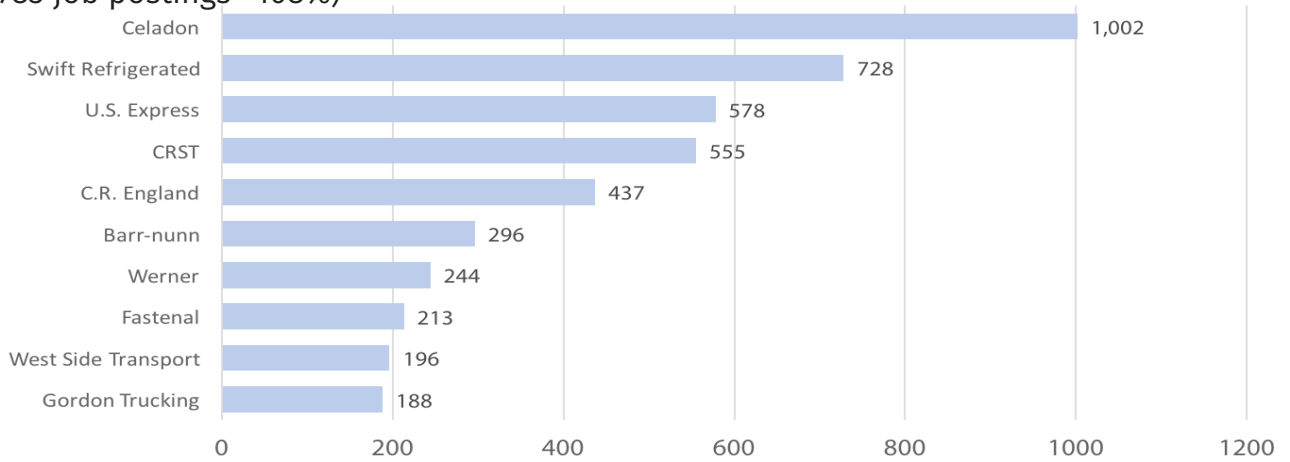
Job Posting Volume by Employer, Top Ten Hiring



Top Southeast Employers Hiring by Job Function

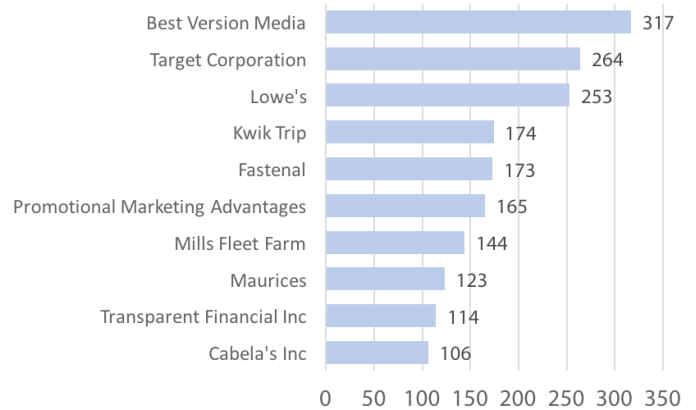
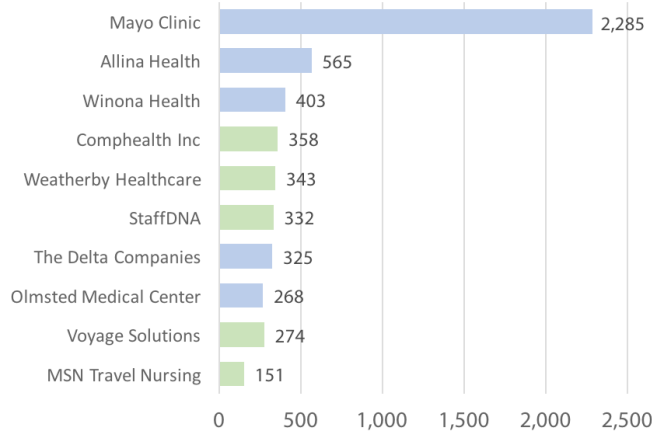
Operations & Logistics
(12,783 job postings +108%)

January 2016 - September 2016
*Note: does not include agriculture



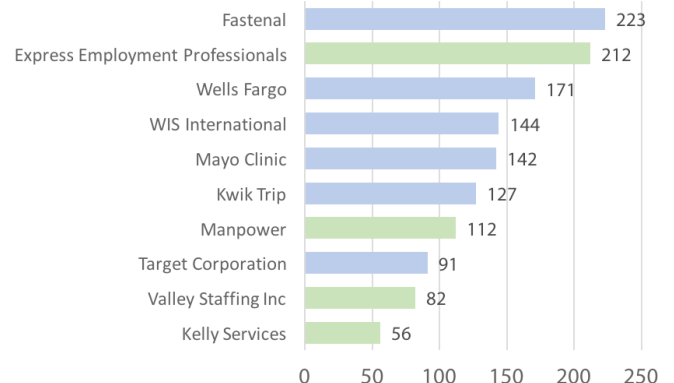
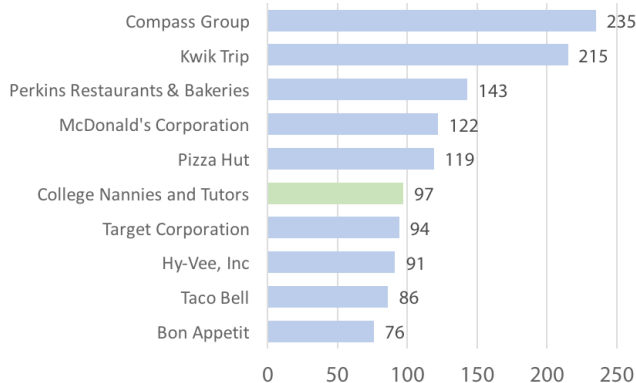
Medical & Healthcare
(11,352 job postings +9%)

Business Development & Sales
(7,956 job postings -4%)



Hospitality & Services
(4,183 job postings +14%)

Administration & Clerical
(4,098 job postings +11%)



Major Cities of Southeast Minnesota

The largest hub of job opportunities - primarily in healthcare - is Olmsted County. Increasing numbers of online postings suggests a growing practice of employers to post their vacancies online and an increasing need for workers themselves. As is the case in most regions of Minnesota, there are more job postings than people who are unemployed. In June of 2015, the southeast had an unemployment rate of 3.6%, lower than Minnesota's rate of 3.9% overall (DEED LAUS). With approximately 10,094 people unemployed in the region, there were 17,693 jobs advertised online, nearly two jobs per unemployed person. The question remains whether these job seekers were located in proximity to the places of work or possessed the necessary skills.

Population and Job Volume

	City	Population (2014)	Labor Force Participation Rate, 16+ (2014)	Job Postings (Jan - Sept 2016)	People per Job Opening (Annual)	Workers per Job Opening (Annual)
1	Rochester	112,225	71.8%	21,643	3.9	2.1
2	Winona	27,094	69.6%	5,322	3.8	2.4
3	Owatonna	25,725	69.7%	5,213	3.7	2.0
4	Austin	24,563	65.2%	3,575	5.2	2.6
5	Faribault	23,650	62.1%	4,131	4.3	2.1
6	Northfield	19,190	70.6%	2,573	5.6	3.5
7	Albert Lea	17,674	61.5%	2,624	5.1	2.6
8	Red Wing	16,445	63.3%	2,637	4.7	2.4
9	Cannon Falls	4,062	68.4%	941	3.2	1.7
10	Dodge Center	2,690	74.4%	891	2.3	1.1
	Southeast Region	500,923		64,884	5.8	



Excludes Craigslist ads. People per job is the ratio of total all-ages population to number of jobs advertised locally (annualized). Population counts are from the US Census Bureau's 2014 Population Estimates program, and labor force participation rate from the US Census Bureau's American Community Survey 5-Year Estimates, 2014. Low posting volume in Northfield may be influenced by the high concentration of colleges and universities in this city and the tendency for internship and school job sites to be password-protected. These sites are not included in this analysis.

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. Some occupation types, like transportation, shipping, and logistics, typically have more job postings than actual positions as a result of recruitment strategies. All data used in this report was pulled on September 30th and October 3, 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 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-October 3, 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.

DEED's Quarterly Workforce Indicators, Job Vacancy Survey, Occupations in Demand, Local Area Unemployment Statistics, and Distinguishing Industries can be found at www.mn.gov/deed/data. Population estimates are from the U.S. Census Bureau and include people of all ages (2014).

