

Preschool and K-12 Education Industry Overview

Minnesota



Developed by RealTime Talent for OHE

January 2, 2019

Contents

- Preschool and K-12 Education Industry Summary3
 - Regional Trends3
- Employment Detail4
 - Top Occupations Employed in Preschool and K-124
 - Industry Gender Composition4
 - Industry Age Composition5
 - Industry Race/Ethnicity Composition6
- Demand Summary6
 - Jobs Advertised in Preschool and K-12 Education6
 - Top Employers Advertising Job Openings in the 2017-2018 School Year9
 - Essential Skills in Demand in 2017-2018 School Year 11
 - Job Posting Characteristics 12
- Appendix A - Data Sources and Calculations 14

Preschool and K-12 Education Industry Summary

172,908

Jobs (2018)
 5% below National average

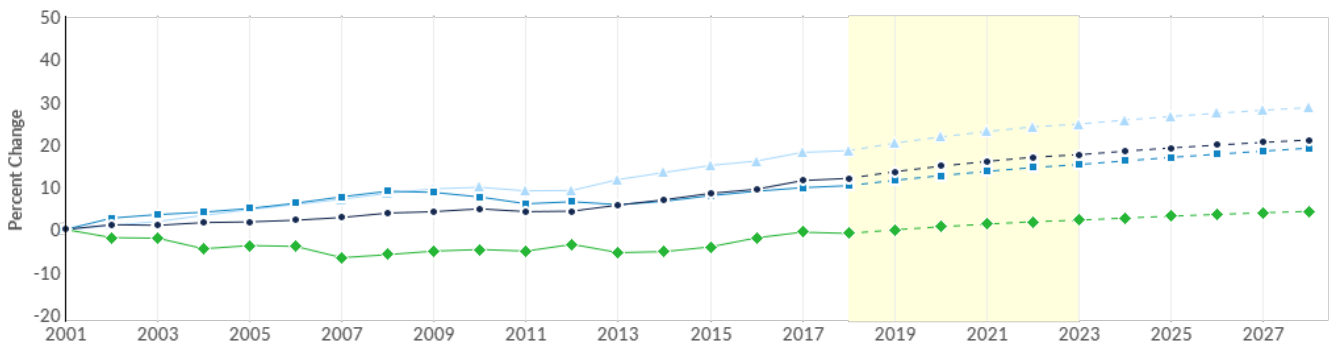
+5.0%

% Change (2018-2023)
 Nation: +4.5%

\$58,357

Avg. Earnings Per Job (2018)
 Nation: \$61,154

Regional Trends



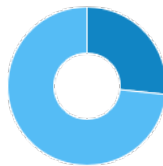
	Region	2018 Jobs	2023 Jobs	Change	% Change
●	Region	172,908	181,475	8,567	5.0%
●	Nation	9,261,384	9,677,822	416,438	4.5%
●	Minneapolis-St. Paul-Bloomington, MN-WI	110,715	116,541	5,826	5.3%
●	Duluth, MN-WI	7,833	8,080	247	3.2%

Employment Detail

Top Occupations Employed in Preschool and K-12

Description	Employed in Industry Group (2018)	% of Total Jobs in Industry Group (2018)
Teacher Assistants	28,521	16.5%
Elementary School Teachers, Except Special Education	23,963	13.9%
Secondary School Teachers, Except Special and Career/Technical Education	20,019	11.6%
Middle School Teachers, Except Special and Career/Technical Education	11,197	6.5%
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	7,391	4.3%

Industry Gender Composition



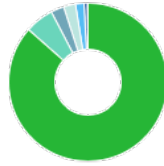
Gender	2018 Jobs	2018 Percent
Males	46,131	26.7%
Females	126,776	73.3%

Industry Age Composition



	Age	2018 Jobs	2018 Percent
●	14-18	1,637	0.9%
●	19-24	11,003	6.4% ■
●	25-34	30,694	17.8% ■■
●	35-44	43,108	24.9% ■■■■
●	45-54	40,048	23.2% ■■■■
●	55-64	35,790	20.7% ■■■■
●	65+	10,627	6.1% ■

Industry Race/Ethnicity Composition



	Race/Ethnicity	2018 Jobs	2018 Percent
●	White	149,604	86.5%
●	Black or African American	10,077	5.8%
●	Hispanic or Latino	4,624	2.7%
●	Asian	4,209	2.4%
●	Two or More Races	3,009	1.7%
●	American Indian or Alaska Native	1,147	0.7%
●	Native Hawaiian or Other Pacific Islander	236	0.1%

Demand Summary

Jobs Advertised in Preschool and K-12 Education

Job Postings Advertised by Occupation	SOC	2017-2018 School Year Unique Job Postings	Change from Prior Year
Teacher Assistants	25904100	6,405	+20.35%
Elementary School Teachers, Except Special Education	25202100	4,799	+103.87%
Teachers and Instructors, All Other	25309900	4,570	+68.20%
Secondary School Teachers, Except Special and Career/Technical Education	25203100	4,257	+86.47%
Preschool Teachers, Except Special Education	25201100	3,576	+11.26%
Tutors	25309902	2,423	+245.65%
Special Education Teachers, Kindergarten and Elementary	25205200	2,220	+89.58%

School			
Middle School Teachers, Except Special and Career/Technical Education	25202200	2,193	+96.33%
Special Education Teachers, Secondary School	25205400	1,341	+70.61%
Social and Human Service Assistants	21109300	1,033	+52.81%
Special Education Teachers, Middle School	25205300	810	+67.36%
Instructional Coordinators	25903100	713	+57.40%
Education Administrators, Elementary and Secondary School	11903200	610	+80.47%
Education Administrators, Preschool and Childcare Center/Program	11903100	496	+54.52%
Childcare Workers	39901100	491	+58.90%
Career/Technical Education Teachers, Secondary School	25203200	308	+85.54%
Self-Enrichment Education Teachers	25302100	289	+21.94%
Coaches and Scouts	27202200	286	+28.83%
Educational, Guidance, School, and Vocational Counselors	21101200	266	+37.82%
Kindergarten Teachers, Except Special Education	25201200	250	+51.52%
Librarians	25402100	218	+46.31%
Recreation Workers	39903200	132	+103.08%
Special Education Teachers, All Other	25205900	103	+30.38%
Athletic Trainers	29909100	102	0%
Health Educators	21109100	86	+8.86%
Instructional Designers and Technologists	25903101	80	-37.98%
Career/Technical Education Teachers, Middle School	25202300	74	+64.44%
Office Clerks, General	43906100	55	+57.14%
Child, Family, and School Social Workers	21102100	54	+157.14%
Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers	33909200	45	+150.00%
Unclassified	99999999	44	N/A
Social and Community Service Managers	11915100	38	+2.70%
Library Technicians	25403100	38	+100.00%
Security Guards	33903200	31	+72.22%
Engineering Technicians, Except Drafters, All Other	17302900	30	+150.00%
Interpreters and Translators	27309100	26	+100.00%
School Psychologists	19303101	25	+257.14%
Speech-Language Pathologists	29112700	23	-4.17%
Bus Drivers, School or Special Client	53302200	21	+10.53%
Chief Executives	11101100	19	+35.71%
Training and Development Specialists	13115100	18	-40.00%
Museum Technicians and Conservators	25401300	17	+21.43%
Directors, Religious Activities and Education	21202100	16	+14.29%
Work from Home - Non-Specific Duties	99999901	15	+1400.00%
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	43601400	15	-31.82%
Community and Social Service Specialists, All Other	21109900	14	+7.69%
Cooks, Institution and Cafeteria	35201200	14	-17.65%
Special Education Teachers, Preschool	25205100	13	+62.50%
Education Administrators, All Other	11903900	12	+71.43%
Registered Nurses	29114100	11	+37.50%

Archivists	25401100	10	+25.00%
Medical Scientists, Except Epidemiologists	19104200	10	-9.09%
First-Line Supervisors of Housekeeping and Janitorial Workers	37101100	9	0%
Dining Room and Cafeteria Attendants and Bartender Helpers	35901100	9	+80.00%
Music Directors	27204101	9	-25.00%
Computer User Support Specialists	15115100	9	+200.00%
Park Naturalists	19103103	8	N/A
Public Relations Specialists	27303100	8	+60.00%
First-Line Supervisors of Protective Service Workers, All Other	33109900	7	+40.00%
Maintenance and Repair Workers, General	49907100	7	+250.00%
Combined Food Preparation and Serving Workers, Including Fast Food	35302100	7	+250.00%
Bookkeeping, Accounting, and Auditing Clerks	43303100	7	+250.00%
Managers, All Other	11919900	7	+40.00%
Human Resources Managers	11312100	7	N/A
Mental Health and Substance Abuse Social Workers	21102300	7	+250.00%
Title Examiners, Abstractors, and Searchers	23209300	6	+50.00%
First-Line Supervisors of Food Preparation and Serving Workers	35101200	6	+50.00%
Adapted Physical Education Specialists	25205901	6	-40.00%
Loan Counselors	13207101	6	+20.00%
Library Assistants, Clerical	43412100	5	-44.44%
Heavy and Tractor-Trailer Truck Drivers	53303200	5	+150.00%
Licensed Practical and Licensed Vocational Nurses	29206100	5	-28.57%
Airline Pilots, Copilots, and Flight Engineers	53201100	5	+25.00%
Miscellaneous	99999900	5	+66.67%
Tour Guides and Escorts	39701100	4	+100.00%
Protective Service Workers, All Other	33909900	4	-42.86%
Sales Representatives, Services, All Other	41309900	4	+300.00%
Person-to-Person Help Wanted	99999907	4	+33.33%
Distance Learning Coordinators	11903901	4	-42.86%
First-Line Supervisors of Construction Trades and Extraction Workers	47101100	4	N/A
Curators	25401200	4	-60.00%
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	37201100	4	-42.86%
Executive Secretaries and Executive Administrative Assistants	43601100	4	-42.86%
Occupational Health and Safety Specialists	29901100	3	0%
Business Operations Specialists, All Other	13119900	3	N/A
Equal Opportunity Representatives and Officers	13104103	3	+200.00%
Computer Systems Analysts	15112100	3	+200.00%
Dispatchers, Except Police, Fire, and Ambulance	43503200	3	N/A
Residential Advisors	39904100	3	0%
Farm and Home Management Advisors	25902100	3	-76.92%
Food Preparation Workers	35202100	3	+50.00%
Healthcare Social Workers	21102200	3	+50.00%
Healthcare Support Workers, All Other	31909900	3	-25.00%
Medical Assistants	31909200	3	-72.73%
Personal Financial Advisors	13205200	3	+200.00%

Directors- Stage, Motion Pictures, Television, and Radio	27201202	3	-25.00%
First-Line Supervisors of Office and Administrative Support Workers	43101100	3	+50.00%
Chemical Technicians	19403100	3	0%
Audio and Video Equipment Technicians	27401100	3	+50.00%
Personal Care Aides	39902100	2	N/A
Services Offered	99999909	78	+47.17%
Unavailable		13	N/A
Others		84	-60.19%
Total		39,156	+58.35%

Top Employers Advertising Job Openings in the 2017-2018 School Year

Job Postings Advertised by Employer	2017-2018 School Year Unique Job Postings	Change from Prior Year
Reading & Math, Inc.	2,984	+10.68%
Minnesota Reading Corp	1,929	N/A
Osseo Area Schools	1,716	+210.31%
Anoka-Hennepin School District #11	1,321	+360.28%
Minneapolis Public Schools	1,108	+58.06%
School District #001	986	+14.39%
VIP Kids	969	+48350.00%
South Washington County Schools, ISD 833	902	+49.09%
Kindercare	811	-4.14%
Elk River Area School District	783	+68.03%
Saint Paul Public Schools	553	+71.21%
New Horizon Academy	543	+35.07%
Ymca	496	+818.52%
Learning Care Group	438	+7.62%
Eden Prairie Schools	380	+49.02%
Edina Public Schools	372	+46.46%
Minnetonka Public Schools	362	+17.53%
Bloomington Public Schools	347	+8.44%
Richfield Public Schools	323	+112.50%
Wayzata Public Schools ISD 284	323	+5.56%
Independent School District 196	309	+91.93%
Sunbelt Staffing Solutions	279	+28.57%
Hennepin School District	270	N/A
Independent School District 622	268	+38.86%
White Bear Lake Public Schools	267	+30.88%
Knowledge Universe United States	266	+20.36%
Mounds View Public Schools	262	-5.76%
Northeast Metro 916 Intermediate School District	253	+143.27%
Teachers On Call	220	+11.68%

Independent School District 279	216	N/A
Soliant	208	+69.11%
Mankato Public School District	203	+37.16%
Northfield Public Schools	185	+65.18%
St. Cloud School District 742	184	+26.03%
Rochester Public Schools	180	+17900.00%
INDEPENDENT SCHOOL DISTRICT 197	173	+50.43%
Hopkins Public School District	164	+56.19%
Cambridge-Isanti Public Schools	161	-7.47%
Albert Lea Area Schools	160	+166.67%
Moundsview district 621	159	N/A
Farmington Public Schools	157	+101.28%
Intermediate School District 917	153	+62.77%
Lakeville Area Public Schools	147	+104.17%
Itasca Area Schools Collaborative - Grand Rapids	146	+305.56%
Bright Horizons L.P.	145	+23.93%
Owatonna Public Schools	143	+98.61%
Roseville Area Schools	137	-4.86%
Burnsville-Eagan-Savage School District	137	+13600.00%
Robbinsdale Area Schools	135	-58.20%
Duluth Public Schools	134	-34.63%
centennial school district	134	+42.55%
Spring Lake Park School District 16	134	-35.27%
St. Michael-Albertville School District 885	133	+34.34%
Indepdedent School District 279	133	-70.11%
White Bear Lake ISD 624	128	N/A
Eastern Carver County Schools	123	+4000.00%
St. Francis Area Schools	123	N/A
Stillwater Area Public Schools	120	-17.24%
State of Minnesota	118	+118.52%
Independent School District 742 Comm Schools	115	+11400.00%
Shakopee Public Schools	112	+3633.33%
New Prague Area Schools	112	N/A
Faribault Independent School District 656	109	+3.81%
New Ulm Public School	109	+51.39%
College Nannies and Tutors	108	-35.71%
Fridley Public School	106	+45.21%
STILLWATER PUBLIC SCHOOLS	101	N/A
St Louis Co ISD 2142	101	+6.32%
Forest Lake Schools	101	+29.49%
Eden Prairie Appliance LLC	100	N/A
University Of Minnesota	99	-29.29%
Willmar Public Schools	99	+141.46%
Mahtomedi Public Schools	95	+97.92%
ISD Corporation	94	-6.00%
Tutor Time	94	-35.62%
Brooklyn Center Community Schools 286	91	+225.00%

Inver Grove Heights Community Schools	90	+32.35%
Bemidji Area Schools	84	+16.67%
Winona Area Public Schools	82	+49.09%
Independent School District 15	82	-20.39%
Buffalo-Hanover-Montrose Schools	81	-10.00%
BROOKLYN CENTER SCHOOLS	81	+305.00%
Waconia Public Schools	79	-4.82%
St Louis Park Public Schools	75	+2.74%
Intermediate District 287	74	+10.45%
Shakopee School District	73	-25.51%
Columbia Heights Public	73	+7.35%
Chaska Independent School District #112	71	-68.44%
Hiawatha Academies	70	+66.67%
Tri-Valley Opportunity Council, Inc.	69	+25.45%
Minnesota Reading Corps	67	-79.88%
Hutchinson Public Schools	66	-4.35%
Lionsgate	65	+150.00%
Sauk Rapids Public School District	65	N/A
Kelly Services	63	+250.00%
Waseca Public School	62	N/A
Moorhead Area Public Schools	60	0%
Hmong Academy	58	+123.08%
Spring Lakes Park	57	N/A
51Talk	56	N/A
Others	11,094	+49.27%
Total	39,156	+58.35%

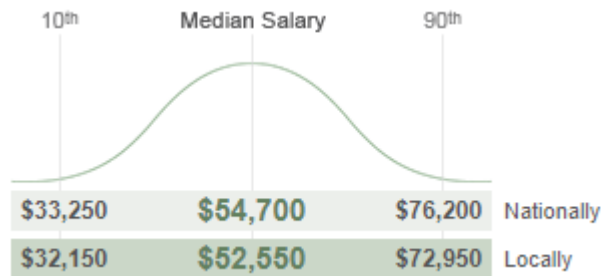
Essential Skills in Demand in 2017-2018 School Year

The following skills were the most commonly-mentioned essential skills for roles in education occupations in Minnesota. Reference of each of these skills in online job postings increased by more than 100% since the 2016-2017 school year.

- Oral & Written Communication
- Coaching
- Integrity
- High Energy
- Flexible
- Management/Planning/Organizational Skills
- Creativity
- Self-Motivated
- Problem Solving
- Detail-Oriented

Job Posting Characteristics

Median Salary Offered in 2018



Demand Pressure and Competitive Intensity

Minnesota has a smaller number of potential candidates for education positions compared to the national average. Considering all educational roles in preschool through K-12, including tutoring and out of school educational opportunities, there are approximately 187,000 people currently working or seeking work in these roles. The talent-to-opportunity ratio is smaller in Minnesota compared to the national average, with about 35 possibly qualified individuals per new job opening, compared to about 50 possible candidates at the national level. This contributes to making it somewhat more difficult to hire teaching talent in Minnesota and other Midwestern states than others with a higher candidate to opening ratio, such as New York, California, or Florida.

Greater nuance in the salary, hiring difficulty, and demand pressure estimates can be obtained by analyzing individual occupations separately—which reveal a heightened challenge to attract special education, Career and Technical Education, preschool teachers, and substitute teachers. Unique challenges also vary by region.¹

Potential Candidates in the workforce: 187,000
Direct Employers currently competing: 789
Open Jobs posted by Direct Employers: 4,890



¹ Regional and occupation-specific analyses are available through RealTime Talent. Contact erin@realtimetalentmn.org

Appendix A - Data Sources and Calculations

Industry Data

Emsi industry data have various sources depending on the class of worker. (1) For QCEW Employees, Emsi primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.

Input-Output Data

The input-output model in this report is Emsi's gravitational flows multi-regional social account matrix model (MR-SAM). It is based on data from the Census Bureau's Current Population Survey and American Community Survey; as well as the Bureau of Economic Analysis' National Income and Product Accounts, Input-Output Make and Use Tables, and Gross State Product data. In addition, several Emsi in-house data sets are used, as well as data from Oak Ridge National Labs on the cost of transportation between counties.

Staffing Patterns Data

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

Occupation Data

Employment data used in this report is based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level Emsi earnings by industry.

State Data Sources

This report uses state data from the following agencies: Minnesota Department of Employment and Economic Development

Job Posting Data Sources

Job Posting data comes from TalentNeuron, a product of Gartner. Includes direct employers and staffing agencies posting jobs between July 1 2019-June 30, 2018.

[https://www.wantedanalytics.com/wa/summary?country=US&mapview=msa#exclude=anonymous,duplicates,bulk,expired&jloc=&jfunc=5&jocc=!399031,!251,!253011,!119033&jkey=\(%22school%22+or+%22district%22+%22preschool%22+or+%22daycare%22+or+%22kindergarten%22+or+%22k-12%22+or+%22secondary%22+or+%22primary%22+or+%22elementary%22+or+%22kindergarten%22+or+%22children%22\)+AND+NOT+%22primary+care%22&eemp=!120274,!55762,!415848,!8217,!3834062&mapview=statecounty](https://www.wantedanalytics.com/wa/summary?country=US&mapview=msa#exclude=anonymous,duplicates,bulk,expired&jloc=&jfunc=5&jocc=!399031,!251,!253011,!119033&jkey=(%22school%22+or+%22district%22+%22preschool%22+or+%22daycare%22+or+%22kindergarten%22+or+%22k-12%22+or+%22secondary%22+or+%22primary%22+or+%22elementary%22+or+%22kindergarten%22+or+%22children%22)+AND+NOT+%22primary+care%22&eemp=!120274,!55762,!415848,!8217,!3834062&mapview=statecounty)

Parameters

Industries

Code	Description
611110	Elementary and Secondary Schools
624410	Child Day Care Services
902611	Elementary and Secondary Schools (State Government)
903611	Elementary and Secondary Schools (Local Government)

Regions

Code	Description
27	Minnesota

Timeframe

2018 - 2023