Introduction

In the last few years, a range of online analytical tools have enabled a clear view of our dynamic and constantly changing labor market. For the first time, this data is available to workforce developers and job counselors not just as information for reflection, but as a real-time action tool to plan programs and services that meet our region’s most pressing needs and direct jobseekers to the best available opportunities. Using data analytics on a regular basis creates stronger coordination between organizations and the best results for both jobseekers and employers.

These Sector Analysis Reports – the regional overview document and its one-page profiles of IT, manufacturing, construction, healthcare, business and financial services, and government – provide an analytical methodology to know and react to demand, supply, and training program outcomes. In other words, these tools can help us more efficiently close the worker gap. We hope that you see value in this data and decide to replicate this kind of analysis in your own sectors and communities.

Our Approach

To demonstrate our method for these sector reports, here’s how we analyzed the best middle skill (Associate degree or less) and jobs that provide economic self-sufficiency for an average-sized household (over $35k annually) for each sector.

1) We ran a **sector overview** highlighting current employment, salaries, and job posting volumes for each sector, alongside vital statistics on job growth, unemployment, and the labor shortage. In addition, big picture summaries of education and experience requirements, top posting employers, top hard skills in demand provide general orientation to sector needs.

2) We then ran list of the **top occupations in demand** by number of online job postings advertised in Q2 2019, sorting first by employment volume and possible future talent shortage. We also considered the needs of different types of employers and industries, digging down into unique job titles used to understand the variety of positions included in each occupation group. Based on that list, we looked at the jobs in each sector requiring an Associate degree or less that also pay a living wage.

3) Analyzing the top occupations in demand, we lifted up the **top pathways** into each sector locally. We then reflected on whether we could advise someone in good faith to pursue these careers. Each pathway of opportunity was analyzed by some of the same key indicators as the sector overview, with particular attention to top job titles, skills, certifications, and employers associated with those pathways.

4) We then dug deep into the **postsecondary education and training opportunities** available in the sector, offering an overview of Associate and Certificate opportunities for the top pathways (and an estimated training shortage for each), completions by race, and the graduate employment outcomes of these programs.

5) Finally, we looked at several **training options** to obtain industry-recognized credentials (such as A+) outside of a 2 or 4-year program, and disaggregated this data by gender and race whenever possible.

There’s also a whole range of training program outcome tools we highly recommend using to get a sense of how well training programs are working, and how likely it is that trained jobseekers are hired in the sector. The best approach will take into consideration multiple sources and types of data. Even after you are familiar with all of the information above, it is still wise to get out in the field and talk to employers, training program managers, and postsecondary directors to get their take on the accuracy of the data and your conclusions from it.

Each sector report addresses similar questions tailored to the unique nature of the sector, responding to the unique needs and leadership of partners across the region through input provided over the past two years. If you have thoughts about what other information should be included or think we are missing something, please let us know.

Contacts

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Additional industry contacts, career pathways fund investor information, and meeting dates coming soon.
**NOTE:** Replacement demand has been discontinued by the Bureau of Labor Statistics (BLS) because of "statistical and conceptual issues with the implementation of this method that compromised the accuracy and validity of the resulting estimates" (www.bls.gov/emp/ep_replacements.htm). BLS developed a new method that estimates this concept by measuring occupational separations, which include both replacements due to exits from the labor force and occupational transfers from a major occupation group (2-digit SOC). 5-Rounded estimates. Developed by Erin Olson (erin@realtimetalentmn.org). Published 10/18/2019 by RealTime Talent. Sources: TalentNeuron Recruit aggregate online job postings. www.wantedanalytics.com accessed October 17, 2019. Counts of job postings were available online between October 1, 2018-September 30, 2019 in the 7-County Minneapolis-Saint Paul Metropolitan Area. Includes staffing agencies. Employment counts are modeled from Bureau of Labor Statistics Occupational Employment Statistics (OES) from 2002 to 2019 and the Employment Outlook 2026, by JobsEQ. Educational award data comes from the National Center for Education Statistics (NCES) IPEDS dataset for 2018 awards, students may have graduated with multiple awards and should not be considered counts of individuals. Counts for government jobs and talent shortage estimates were not able to be determined and were omitted from charts and tables. Full details on occupations included in each sector can be obtained from Erin Olson at erin@realtimetalentmn.org.

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### 7-County Labor Shortage Forecast by Sector

<table>
<thead>
<tr>
<th>High-Demand Sector Pathways</th>
<th>2019Q2 Estimated Unemployment *</th>
<th>2019Q2 Vacancies **</th>
<th>Shortage in Perfect Alignment ***</th>
<th>Estimate of Actual 2019Q2 Talent Shortage ****</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>4,131</td>
<td>11,174</td>
<td>7,043</td>
<td>10,000</td>
</tr>
<tr>
<td>Finance</td>
<td>5,054</td>
<td>6,191</td>
<td>1,137</td>
<td>3,000</td>
</tr>
<tr>
<td>Information Technology</td>
<td>1,145</td>
<td>3,548</td>
<td>2,403</td>
<td>4,000</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>5,977</td>
<td>5,541</td>
<td>436 Surplus</td>
<td>3,000</td>
</tr>
<tr>
<td>Construction</td>
<td>3,717</td>
<td>3,946</td>
<td>229</td>
<td>5,000</td>
</tr>
<tr>
<td>All Sectors</td>
<td>28,792</td>
<td>55,644</td>
<td>26,852</td>
<td>37,000</td>
</tr>
<tr>
<td>All Sectors</td>
<td>48,816</td>
<td>86,044</td>
<td>37,228</td>
<td>62,000</td>
</tr>
</tbody>
</table>

**MN/DEED Job Vacancy Survey, 2019Q2 by occupation cluster.
***Estimated shortage of talent assuming that every unemployed person is perfectly skilled matching the vacant job the region and is interested in taking the position.
****Modeled estimate of actual shortage based on talent flow analysis from educational providers aligned to sectors in demand, provided by RealTime Talent, rounded to the nearest 500.

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**Certificate & Associate Educational Awards, 2018**

### Top Employers Advertising Entry-Level Jobs, 2018-2019

- Robert Half International
- Allina Health
- Fairview Health Services
- Accuteamps
- HealthEast Care System
- Park Nicollet
- Wells Fargo
- UnitedHealth Group
- Anthem, Inc.
- Randstad

### 2018-2019 Job Postings by Years of Experience Required

- **Senior (8+ Years)**: 160/1,164, 21%
- **Entry (0-2 Years)**: 206/1,125, 45%
- **Mid (3-7 Years)**: 215,178, 32%