

## **Workforce Estimating Conference August 29, 2011**

### **ACTION MINUTES**

#### Principals attending:

Allyce Heflin, Florida House of Representatives (Chair)  
Amy Baker, Legislative Office of Economic & Demographic Research  
Kurt Hamon, Florida Senate  
Phillip Miller, Office of the Governor

#### Presenters:

Rebecca Rust, Agency for Workforce Innovation (AWI), Labor Market Statistics (LMS)  
Bill Dobson, AWI, LMS

#### Presentations:

Rebecca Rust (AWI/LMS) presented a Florida labor market and economic update. See handouts for details. Bill Dobson (AWI/LMS) presented the employment projections for 2019 and the proposed wage thresholds and Employment Cost Index criteria. He also submitted the Statewide Occupational Demand List for the principals' consideration. See handouts for details.

#### Discussion:

Conferees requested follow-up information on two issues: (1) detail on job losses in the Information sector that have led to Florida showing a higher loss percentage than the U.S.; and (2) the criteria for job losses that require a WARN notice.

#### Actions:

The Workforce Estimating Conference met August 29, 2011 to consider criteria for the 2012-13 Statewide Demand Occupation List and the High Skilled / High Wage subset of that list and to adopt a Statewide Demand Occupation List.

#### Consensus:

The Conference agreed to training level, annual openings, growth rate, and mean wage criteria for Individual Training Account (ITA) Occupations and for High Skill / High Wage (HS/HW) Occupations. The Conference also agreed to increase the FY 2012-13 HS/HW mean and entry wage by applying the Employment Cost Index produced by the U.S. Department of Labor, Bureau of Labor Statistics to the FY 2011-12 consensus HS/HW wage criteria.

For the 2012-13 Statewide Demand Occupations List, the consensus criteria are:

1. The occupation requires postsecondary adult vocational training or a community college credit certificate, applied technology diploma, associate of applied science degree or associate degree (using the revised occupational training codes discussed above): AND

2. The occupation has 150 projected annual openings AND the projected growth rate for the occupation is above the average growth rate for all occupations (1.62%); OR the occupation has 360 projected annual openings and ANY positive growth; AND
3. For ITA occupations, the occupation pays at least a mean wage of \$13.07 per hour AND an entry wage of \$10.62 per hour. For HS/HW occupations, the occupation pays at least a mean wage of \$20.48 per hour AND an entry wage of \$13.07 per hour.

The chart below compares the consensus criteria adopted for FY 2012-13 to the previous consensus criteria for FY 2011-12.

Consensus Criteria	FY 2011-12 (OLD)	FY 2012-13 (NEW)
Education/Training Level	Requires postsecondary adult vocational training or a community college credit certificate, applied technology diploma, associate of applied science degree or associate degree using the revised occupational training codes developed by staff review in 2010	Same
Annual openings	* 150 with projected growth rate above average for all occupations * 360 with <b>any</b> growth	Same
Projected average growth rate for all occupations	1.80% average growth	1.62% average growth
Individual Training Account Occupations:		
1. Mean Wage	1. \$12.86 / hour	1. \$13.07 / hour
2. Entry Wage	2. \$10.45 / hour	2. \$10.62 / hour
High Skilled / High Wage Occupations:		
1. Mean Wage	1. \$20.16 / hour	1. \$20.48 / hour
2. Entry Wage	2. \$12.86 / hour	2. \$13.07 / hour
Employment Cost Index used to adjust High Skilled / High Wage Occupations	1.6% increase over FY 2010-11	1.6% increase over FY 2011-12

Applying these criteria, the FY 2012-13 Statewide Demand Occupations List included 97 occupations. The Conference adopted this list. Details are shown in the handouts.

# 2012-13 Final Florida Statewide Demand Occupations List

Sorted by Occupational Title

Workforce Estimating Conference Selection Criteria:

- 1 FLDOE Training Codes 3 (PSAV Certificate) and 4 (Community College Credit/Degree)
- 2 150 annual openings and average growth rate of 1.62% or 360 annual openings with any positive growth
- 3 Mean Wage of \$13.07/hour and Entry Wage of \$10.62/hour
- 4 High Skill/High Wage (HSHW) Occupations: Mean Wage of \$20.48/hour and Entry Wage of \$13.07/hour

SOC Code†	HSHW††	Occupational Title‡	Annual	Annual	2011 Hourly Wage		FLDOE	In EFI	New to List?
			Percent Growth	Openings	Mean	Entry	Training Code	Targeted Industry?	
Occupations with titles in <b>bold type</b> and followed by an <b>asterisk (*)</b> are found in declining industries and are not projected to return to their historical peak during the forecast period. They may have an oversupply of trained workers.									
113011	HSHW	Administrative Services Managers	1.71	325	47.99	29.25	4	Yes	
413011		<b>Advertising Sales Agents*</b>	2.25	377	22.81	12.83	3	Yes	
173011	HSHW	Architectural and Civil Drafters	2.42	346	22.66	15.44	3	Yes	Yes
274011		Audio and Video Equipment Technicians	2.38	206	19.12	12.20	4	Yes	
493023		<b>Automotive Service Technicians and Mechanics*</b>	1.54	1,482	18.34	11.54	3	Yes	
433031		<b>Bookkeeping, Accounting, and Auditing Clerks*</b>	1.67	3,261	16.18	11.44	4	Yes	
472021		<b>Brickmasons and Blockmasons*</b>	3.28	263	18.40	13.44	3	No	
131199	HSHW	Business Operations Specialists, All Other	1.69	2,921	30.20	17.04	4	Yes	
535021		Captains, Mates, and Pilots of Water Vessels	2.33	230	27.36	10.94	3	No	
292031		Cardiovascular Technologists and Technicians	2.25	186	20.51	11.93	3	Yes	
472031		<b>Carpenters*</b>	2.87	1,864	17.38	11.41	3	Yes	
472051		<b>Cement Masons and Concrete Finishers*</b>	3.76	464	15.49	11.16	3	No	
173022	HSHW	Civil Engineering Technicians	2.21	168	24.34	16.45	4	Yes	Yes
131031	HSHW	<b>Claims Adjusters, Examiners, and Investigators*</b>	1.35	620	27.12	17.53	3	Yes	
532012	HSHW	Commercial Pilots	1.91	182	44.77	20.44	3	Yes	
131072	HSHW	<b>Compensation, Benefits, and Job Analysis Specialists*</b>	2.71	219	25.73	17.25	4	Yes	
131041	HSHW	Compliance Officers, Exc. Safety, Agri, Constr & Transp.	2.76	742	27.12	16.72	3	Yes	
151031	HSHW	Computer Software Engineers, Applications	3.09	737	40.80	25.54	4	Yes	
151041		Computer Support Specialists	1.61	1,494	19.91	13.84	3	Yes	
151051	HSHW	<b>Computer Systems Analysts*</b>	2.12	945	34.90	23.24	4	Yes	
474011	HSHW	Construction and Building Inspectors	2.43	283	25.96	18.13	3	Yes	
119021	HSHW	<b>Construction Managers*</b>	2.66	943	48.01	28.20	4	Yes	
333012		<b>Correctional Officers and Jailers*</b>	0.08	781	19.34	15.33	3	No	
131051	HSHW	<b>Cost Estimators*</b>	4.47	684	27.88	17.75	4	Yes	
151061	HSHW	<b>Database Administrators*</b>	1.96	185	34.38	22.70	4	Yes	
319091		Dental Assistants	3.72	844	16.17	12.11	3	Yes	
292021	HSHW	Dental Hygienists	3.86	525	28.55	20.50	4	Yes	
292032	HSHW	Diagnostic Medical Sonographers	1.82	154	27.88	21.77	3	Yes	
472081		<b>Drywall and Ceiling Tile Installers*</b>	3.97	271	15.79	12.06	3	No	
492094	HSHW	Electrical and Electronics Repairers, Coml. and Ind. Equipment	1.70	174	22.42	14.19	3	Yes	Yes
472111		<b>Electricians*</b>	2.23	1,370	19.65	14.34	3	Yes	
292041		Emergency Medical Technicians and Paramedics	1.64	326	15.50	10.98	4	Yes	Yes
131071	HSHW	Employment, Recruitment, and Placement Specialists	3.46	944	22.60	15.02	4	Yes	
436011		<b>Executive Secretaries and Administrative Assistants*</b>	1.81	2,900	20.04	14.34	3	Yes	
332011	HSHW	Fire Fighters	2.25	1,166	24.36	14.83	3	No	
471011	HSHW	<b>First-Line Superv. of Construction and Extraction Workers*</b>	3.07	2,071	28.42	18.62	4	Yes	
351012		First-Line Superv. of Food Preparation & Serving Workers	1.14	900	16.48	11.16	3	Yes	
371012	HSHW	First-Line Superv. of Landscaping and Groundskeeping	2.18	454	21.01	14.46	3	No	
491011	HSHW	<b>First-Line Superv. of Mechanics, Installers, and Repairers*</b>	1.45	851	28.85	19.02	3	Yes	
431011	HSHW	First-Line Superv. of Office and Admin. Support Workers	1.85	3,181	23.14	14.95	4	Yes	
511011	HSHW	<b>First-Line Superv. of Production and Operating Workers*</b>	0.59	363	26.93	17.59	3	Yes	
411012	HSHW	<b>First-Line Supervisors of Non-Retail Sales Workers*</b>	1.29	988	44.80	24.69	4	Yes	
391021		<b>First-Line Supervisors of Personal Service Workers*</b>	1.72	623	19.34	12.10	3	Yes	
411011		First-Line Supervisors of Retail Sales Workers	1.22	3,277	20.86	12.98	3	Yes	
119051	HSHW	Food Service Managers	1.08	528	27.13	18.63	4	Yes	

# 2012-13 Final Florida Statewide Demand Occupations List

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SOC Code†	HSHW††	Occupational Title‡	Annual	Annual	2011 Hourly Wage		FLDOE	In EFI	New to List?
			Percent Growth	Openings	Mean	Entry	Training Code	Targeted Industry?	
Occupations with titles in <b>bold type</b> and followed by an <b>asterisk (*)</b> are found in declining industries and are not projected to return to their historical peak during the forecast period. They may have an oversupply of trained workers.									
111021	HSHW	<b>General and Operations Managers*</b>	0.72	1,956	49.96	24.91	4	Yes	
472121		<b>Glaziers*</b>	3.23	204	17.24	11.48	3	Yes	
271024	HSHW	Graphic Designers	1.84	746	20.89	13.73	4	Yes	
292099		Health Technologists and Technicians, All Other	1.82	184	18.98	12.87	3	Yes	
499021		Heating, A.C., and Refrigeration Mechanics and Installers	3.95	1,227	19.20	13.19	3	Yes	
499041	HSHW	Industrial Machinery Mechanics	2.44	404	21.97	15.27	3	Yes	
413021	HSHW	Insurance Sales Agents	1.41	1,828	29.98	14.96	3	Yes	
271025	HSHW	<b>Interior Designers*</b>	2.86	219	23.85	13.30	4	Yes	
436012		<b>Legal Secretaries*</b>	1.54	458	19.68	13.68	3	Yes	
292061		Licensed Practical and Licensed Vocational Nurses	2.33	2,481	19.68	16.16	3	Yes	
434131		<b>Loan Interviewers and Clerks*</b>	1.25	527	16.99	12.52	3	Yes	
132072	HSHW	<b>Loan Officers*</b>	1.39	610	28.22	16.52	4	Yes	
499042		Maintenance and Repair Workers, General	1.74	2,486	15.74	10.72	3	Yes	
292012		Medical and Clinical Laboratory Technicians	2.07	292	17.39	11.21	4	Yes	
319092		Medical Assistants	3.16	1,524	14.12	11.05	3	Yes	
499062		Medical Equipment Repairers	3.77	198	18.50	11.72	3	Yes	
292071		Medical Records and Health Information Technicians	2.13	439	16.57	10.81	4	Yes	Yes
436013		<b>Medical Secretaries*</b>	2.37	711	13.90	10.98	3	Yes	
319094		Medical Transcriptionists	1.73	150	14.89	11.25	3	Yes	Yes
131121	HSHW	Meeting and Convention Planners	2.90	187	22.13	14.03	4	Yes	
493042	HSHW	<b>Mobile Heavy Equipment Mechanics, Except Engines*</b>	2.36	168	20.54	14.51	3	No	
151071	HSHW	Network and Computer Systems Administrators	2.16	546	34.32	22.45	4	Yes	
151081	HSHW	Network Systems and Data Communications Analysts	5.07	1,409	34.54	21.46	3	Yes	
472073		<b>Operating Engineers/Construction Equipment Operators*</b>	2.18	588	17.48	12.88	3	Yes	
292081		Opticians, Dispensing	1.63	159	17.79	11.79	4	Yes	Yes
232011	HSHW	Paralegals and Legal Assistants	2.70	812	22.59	15.16	3	Yes	
312021	HSHW	Physical Therapist Assistants	3.09	167	26.93	20.22	4	Yes	
472151		<b>Pipelayers*</b>	2.10	155	16.24	12.24	3	No	
472152		<b>Plumbers, Pipefitters, and Steamfitters*</b>	2.34	966	19.17	13.17	3	Yes	
333051	HSHW	<b>Police and Sheriff's Patrol Officers*</b>	1.13	1,256	27.20	18.71	3	No	
435031		Police, Fire, and Ambulance Dispatchers	2.27	262	18.66	13.15	3	Yes	
339021	HSHW	Private Detectives and Investigators	2.83	193	23.43	15.44	4	Yes	
119141	HSHW	Property, Real Estate & Community Association Managers	1.33	596	29.61	16.54	4	Yes	
131023	HSHW	Purchasing Agents, Except Farm Products & Trade	2.20	630	26.87	17.52	4	Yes	
292034	HSHW	Radiologic Technologists and Technicians	1.66	427	25.27	19.19	3	Yes	
419021	HSHW	Real Estate Brokers	2.00	521	30.61	13.81	3	Yes	
419022		<b>Real Estate Sales Agents*</b>	2.47	1,627	19.81	10.80	3	Yes	
291111	HSHW	Registered Nurses	2.36	6,294	30.83	22.99	4	Yes	
291126	HSHW	Respiratory Therapists	2.20	257	24.97	20.62	4	Yes	
472181		<b>Roofers*</b>	2.84	447	15.58	11.68	3	No	
535011		<b>Sailors and Marine Oilers*</b>	1.81	182	16.83	11.12	3	No	
414011	HSHW	Sales Representatives, Wholesale & Mfg, Tech. & Sci. Products	1.78	1,246	41.77	22.70	3	Yes	
414012	HSHW	<b>Sales Representatives, Wholesale and Manufacturing, Other*</b>	1.82	3,260	28.34	14.52	3	Yes	
492098		Security and Fire Alarm Systems Installers	3.74	404	17.83	13.32	3	No	
472211		<b>Sheet Metal Workers*</b>	2.49	259	17.89	12.60	3	Yes	

# 2012-13 Final Florida Statewide Demand Occupations List

**Sorted by Occupational Title**

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Mean Wage of \$20.48/hour and Entry Wage of \$13.07/hour

SOC Code†	HSHW††	Occupational Title†	Annual	Annual	2011 Hourly Wage		FLDOE	In EFI	New
			Percent		Openings	Mean			
Occupations with titles in <b>bold type</b> and followed by an <b>asterisk (*)</b> are found in declining industries and are not projected to return to their historical peak during the forecast period. They may have an oversupply of trained workers.									
211093		Social and Human Service Assistants	1.28	360	14.37	11.02	3	Yes	Yes
292055		Surgical Technologists	2.56	304	18.12	14.55	3	Yes	
173031		<b>Surveying and Mapping Technicians*</b>	3.31	359	18.40	12.32	3	Yes	
533032		Truck Drivers, Heavy and Tractor-Trailer	2.19	2,763	17.65	12.29	3	Yes	
292056		Veterinary Technologists and Technicians	4.08	397	14.50	10.88	4	Yes	Yes
518031	HSHW	Water and Liquid Waste Treatment Plant Operators	2.31	243	21.74	14.96	3	Yes	
514121		<b>Welders, Cutters, Solderers, and Brazers*</b>	1.49	470	17.55	12.40	3	Yes	

†SOC Code and Occupational Title refer to Standard Occupational Classification codes and titles.

††HSHW = High Skill/High Wage.

EFI - Enterprise Florida, Inc.

# Occupations Added To The 2012-13 Final Florida Statewide Demand Occupations List

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SOC Code†	HSHW††	Occupational Title†	Annual Percent Growth	Annual Openings	2011 Hourly Wage		FLDOE Training Code	Reason Added*
					Mean	Entry		
173011	HSHW	Architectural and Civil Drafters	<b>2.42</b>	346	22.66	15.44	3	G
173022	HSHW	Civil Engineering Technicians	<b>2.21</b>	168	24.34	16.45	4	G
492094	HSHW	Electrical and Electronics Repairers, Coml. and Ind. Equipment	<b>1.70</b>	174	22.42	14.19	3	G
292041		Emergency Medical Technicians and Paramedics	<b>1.64</b>	326	15.50	10.98	4	G
292071		Medical Records and Health Information Technicians	2.13	439	16.57	<b>10.81</b>	4	EW
319094		Medical Transcriptionists	1.73	<b>150</b>	14.89	11.25	3	O
292081		Opticians, Dispensing	<b>1.63</b>	159	17.79	11.79	4	G
211093		Social and Human Service Assistants	1.28	360	14.37	<b>11.02</b>	3	EW
292056		Veterinary Technologists and Technicians	4.08	397	14.50	<b>10.88</b>	4	EW

†SOC Code and Occupational Title refer to Standard Occupational Classification codes and titles.

††HSHW = High Skill/High Wage.

\*EW = Entry Wage, G = Annual Percent Growth, O = Annual Openings.

# Occupations Dropped From The 2011-12 Final Florida Statewide Demand Occupations List

Workforce Estimating Conference Selection Criteria:

- 1 FLDOE Training Codes 3 (PSAV Certificate) and 4 (Community College Credit/Degree)
- 2 150 annual openings and average growth rate of 1.62% or 360 annual openings with any positive growth
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SOC Code†	HSHW††	Occupational Title†	Annual Percent Growth	Annual Openings	2011 Hourly Wage		FLDOE Training Code	Reason Dropped*
					Mean	Entry		
434161		Human Resources Assistants, Exc. Payroll	<b>0.23</b>	<b>349</b>	16.62	12.50	3	G, O
472141		<b>Painters, Construction and Maintenance*</b>	2.28	889	14.83	<b>9.80</b>	3	EW
253021		<b>Self-Enrichment Education Teachers*</b>	2.04	414	18.34	<b>10.57</b>	3	EW

†SOC Code and Occupational Title refer to Standard Occupational Classification codes and titles.

††HSHW = High Skill/High Wage.

\*EW = Entry Wage, G = Annual Percent Growth, O = Annual Openings.

# Workforce Estimating Conference

**Knott Building  
Room 117  
August 29, 2011- 3:00 pm  
1-888-808-6959  
Pass Code 6724792 #**

## Agenda

<b>Welcome and Opening Remarks</b>	<b>Allyce Heflin, Florida House, Education Appropriations Committees</b>
<b>Florida Labor Market Update</b>	<b>Rebecca Rust, Agency for Workforce Innovation (AWI)</b>
<b>Employment Projections to 2019</b>	<b>Bill Dobson, AWI</b>
<b>Wage Thresholds/ECI</b>	<b>Bill Dobson, AWI</b>
<b>Statewide Occupational Demand List (Action Item)</b>	<b>Bill Dobson, AWI, Allyce Heflin, Florida House</b>
<b>Other Items, Closing Remarks</b>	<b>Allyce Heflin, Florida House</b>

### **Principals of the Workforce Estimating Conference:**

**Conference Chair: Allyce Heflin, Florida House, Education Appropriations Committees**

**Amy Baker, Economic and Demographic Research**

**Kurt Hamon, Florida Senate, Education Appropriations Committees**

**Phillip Miller, Executive Officer of the Governor, Transportation and Economic Development Unit, OPB**



# Florida Labor Market and Economic Update

## Workforce Estimating Conference

**Florida Agency for Workforce Innovation  
Labor Market Statistics Center**



**August 29, 2011**

# Labor Force Conditions

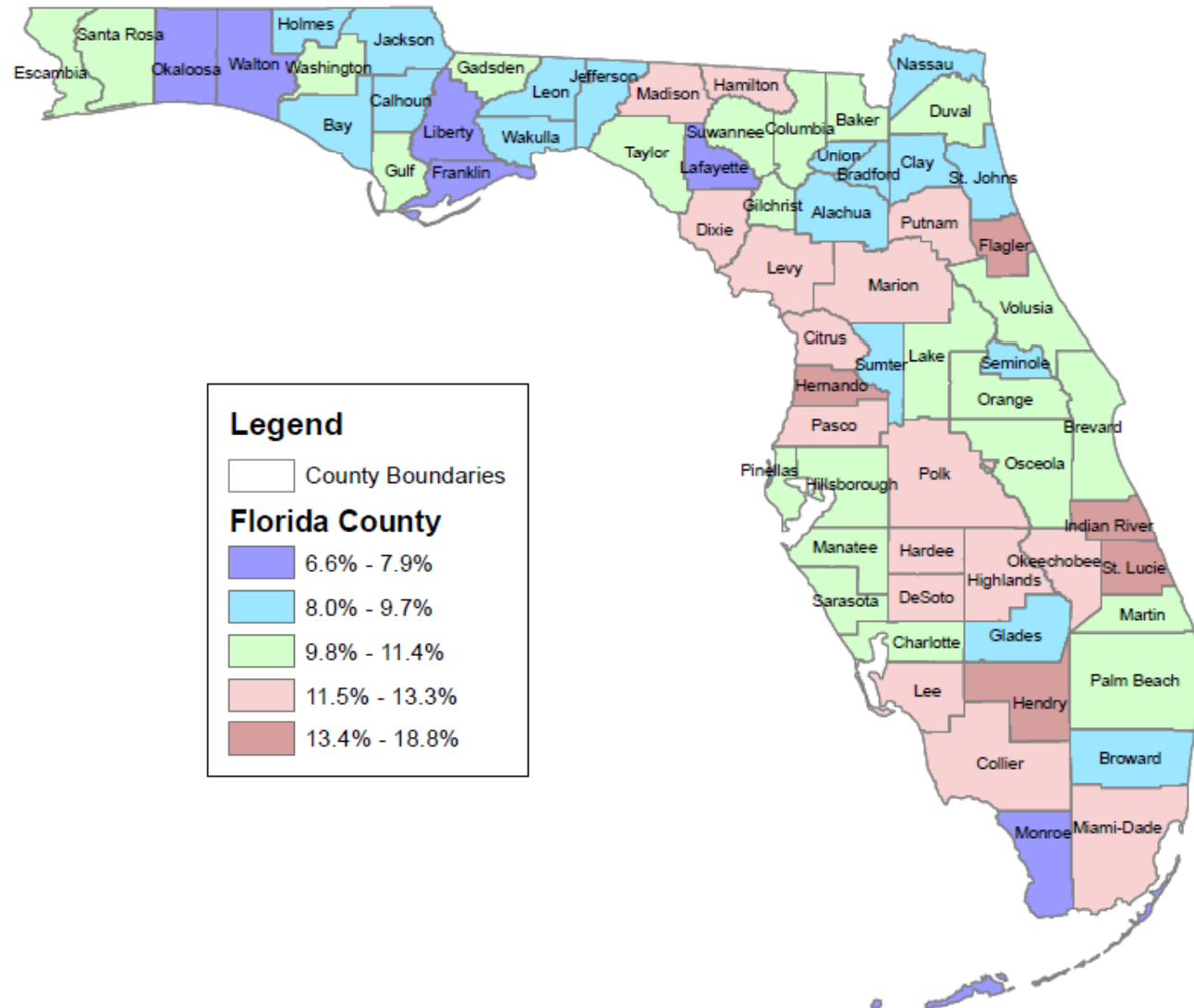
## Seasonally Adjusted

### July 2011

- The unemployment rate in the state has been higher than the nation since February 2008
- The current state unemployment rate is down from the record high rate reported in December 2010 (12.0)

Area	Labor Force	Employment	Unemployment	Unemployment Rate	Year Ago Unemployment Rate
Florida	9,220,000	8,233,000	987,000	10.7	11.5
United States	153,228,000	139,296,000	13,931,000	9.1	9.5

# Florida Unemployment Rates by County July 2011, Not Seasonally Adjusted



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Local Area Unemployment Statistics Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released August 19, 2011.

# Unemployment Rates in the Ten Most Populous States

## Seasonally Adjusted July 2011

State	July 2011(P) Unemployment Rate (%)	July 2010 Unemployment Rate (%)	Change
California	12.0	12.4	-0.4
Michigan	10.9	12.4	-1.5
<b>Florida</b>	<b>10.7</b>	<b>11.5</b>	<b>-0.8</b>
Georgia	10.1	10.1	0.0
North Carolina	10.1	10.3	-0.2
Illinois	9.5	10.1	-0.6
Ohio	9.0	10.0	-1.0
Texas	8.4	8.1	0.3
New York	8.0	8.5	-0.5
Pennsylvania	7.8	8.6	-0.8

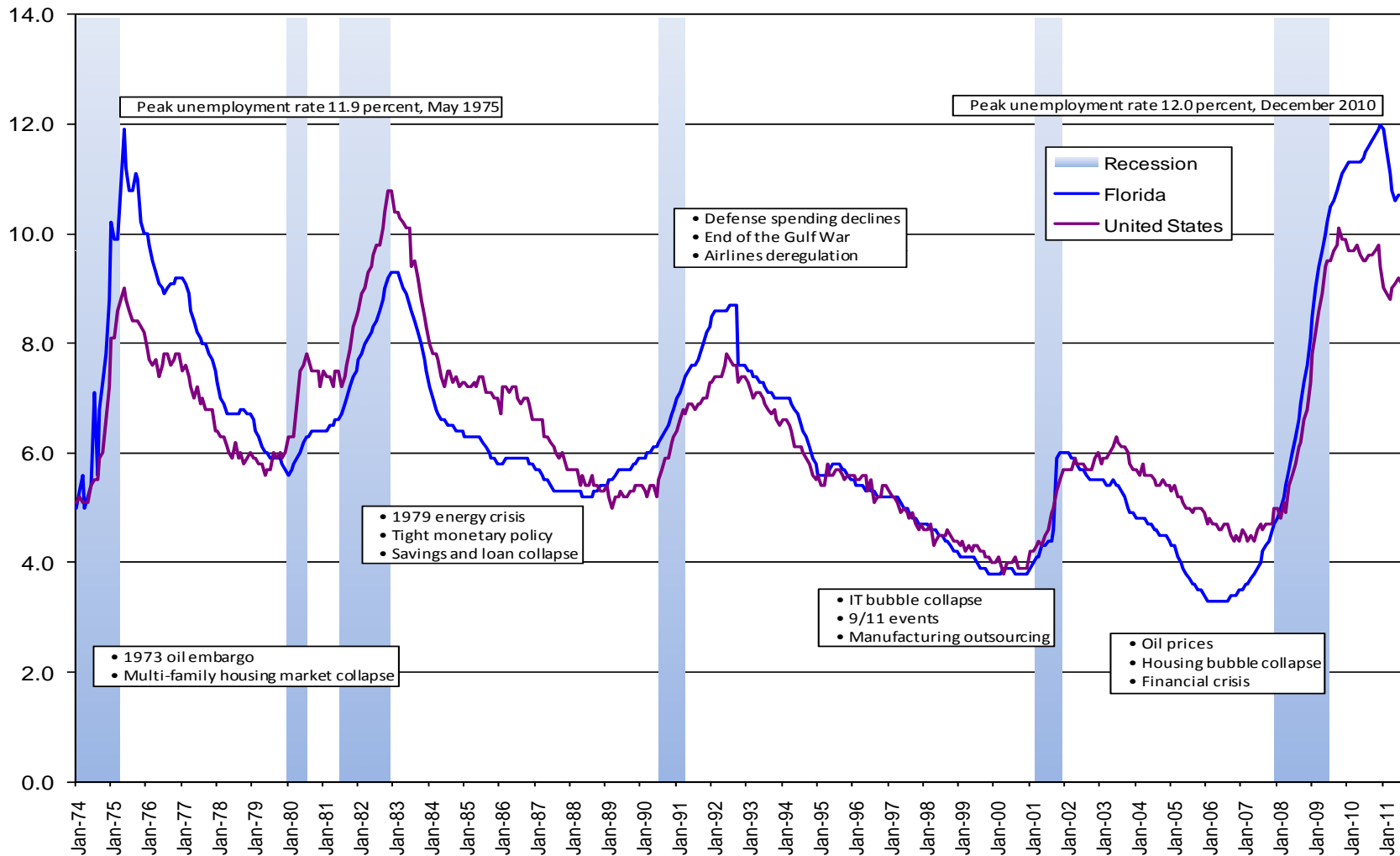
P = Preliminary

Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center and the U.S. Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics Program, released August 19, 2011.

# Unemployment Rates

## Florida and the United States

### January 1974 – July 2011, Seasonally Adjusted



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Local Area Unemployment Statistics Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released August 19, 2011.



# Nonagricultural Employment Seasonally Adjusted

- Florida's jobs grew in July on an annual basis for the tenth consecutive month
- Florida has lost 845,400 jobs during the current downturn (March 2007 to July 2011)

Seasonally Adjusted	July 2011	July 2010	Change	Percent Change
Florida	7,225,800	7,197,700	28,100	0.4%
United States	131,190,000	129,932,000	1,258,000	1.0%

# Employment in the Ten Most Populous States

July 2011, Ranked by Level Change  
Seasonally Adjusted

July 2010 - July 2011P

State	July 2011p	Percent Change	Level Change
Georgia	3,812,200	-0.6%	-24,900
North Carolina	3,868,100	0.1%	4,400
<b>Florida</b>	<b>7,225,800</b>	<b>0.4%</b>	<b>28,100</b>
Illinois	5,652,700	0.9%	51,100
Michigan	3,942,100	1.5%	60,000
Pennsylvania	5,693,200	1.3%	70,500
Ohio	5,113,400	1.5%	74,100
New York	8,656,700	1.2%	106,600
California	14,074,700	1.4%	189,600
Texas	10,619,800	2.6%	269,500

P = Preliminary \*\* = Less than 0.05 percent

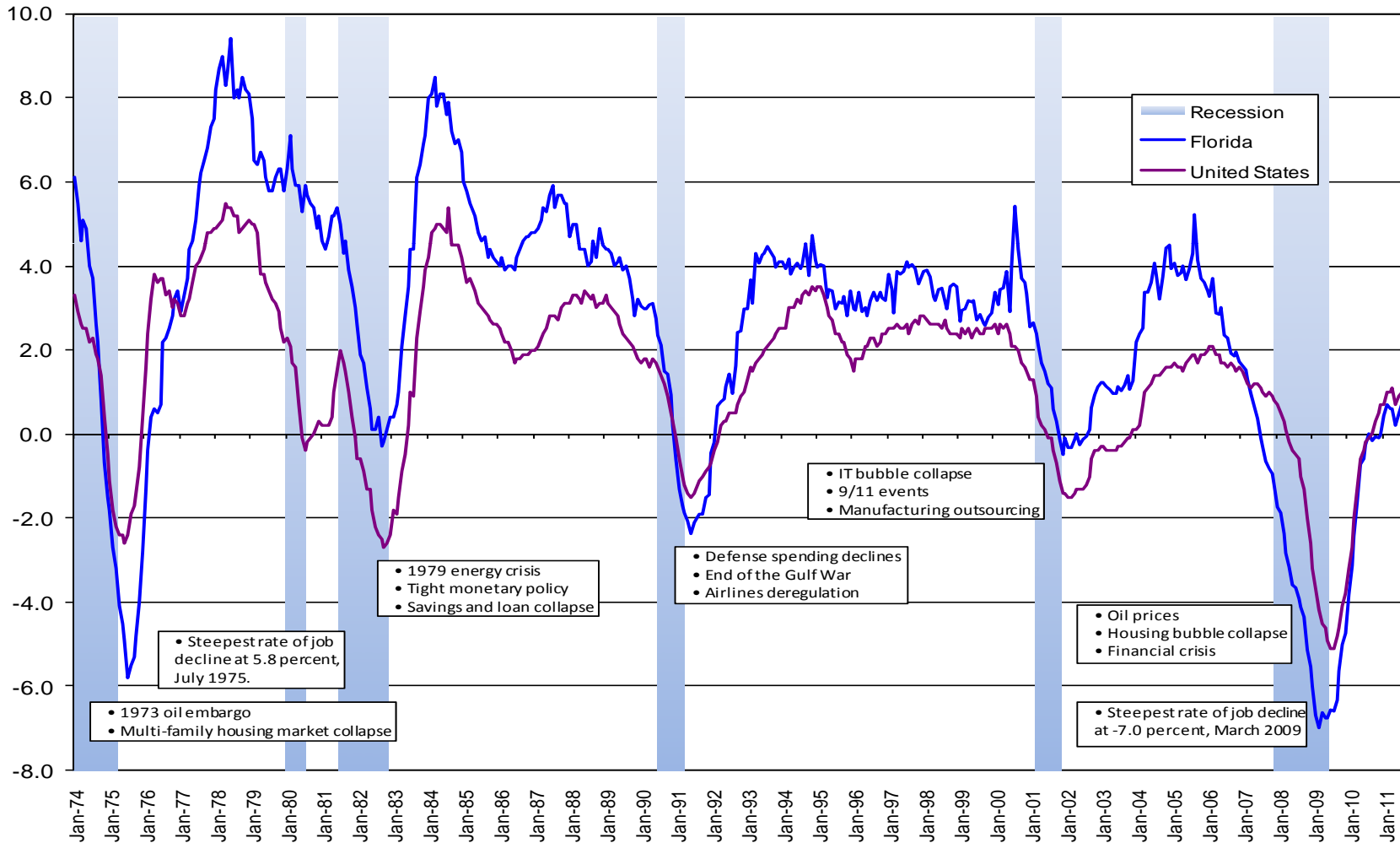
Source: U.S. Department of Labor, Bureau of Labor Statistics, Current Employment Statistics Program, released August 19, 2011.

Prepared by: Florida Agency for Workforce Innovation, Labor Market Statistics Center.

# Nonagricultural Employment Growth Rates

Florida and the United States

January 1974 – July 2011, Not Seasonally Adjusted

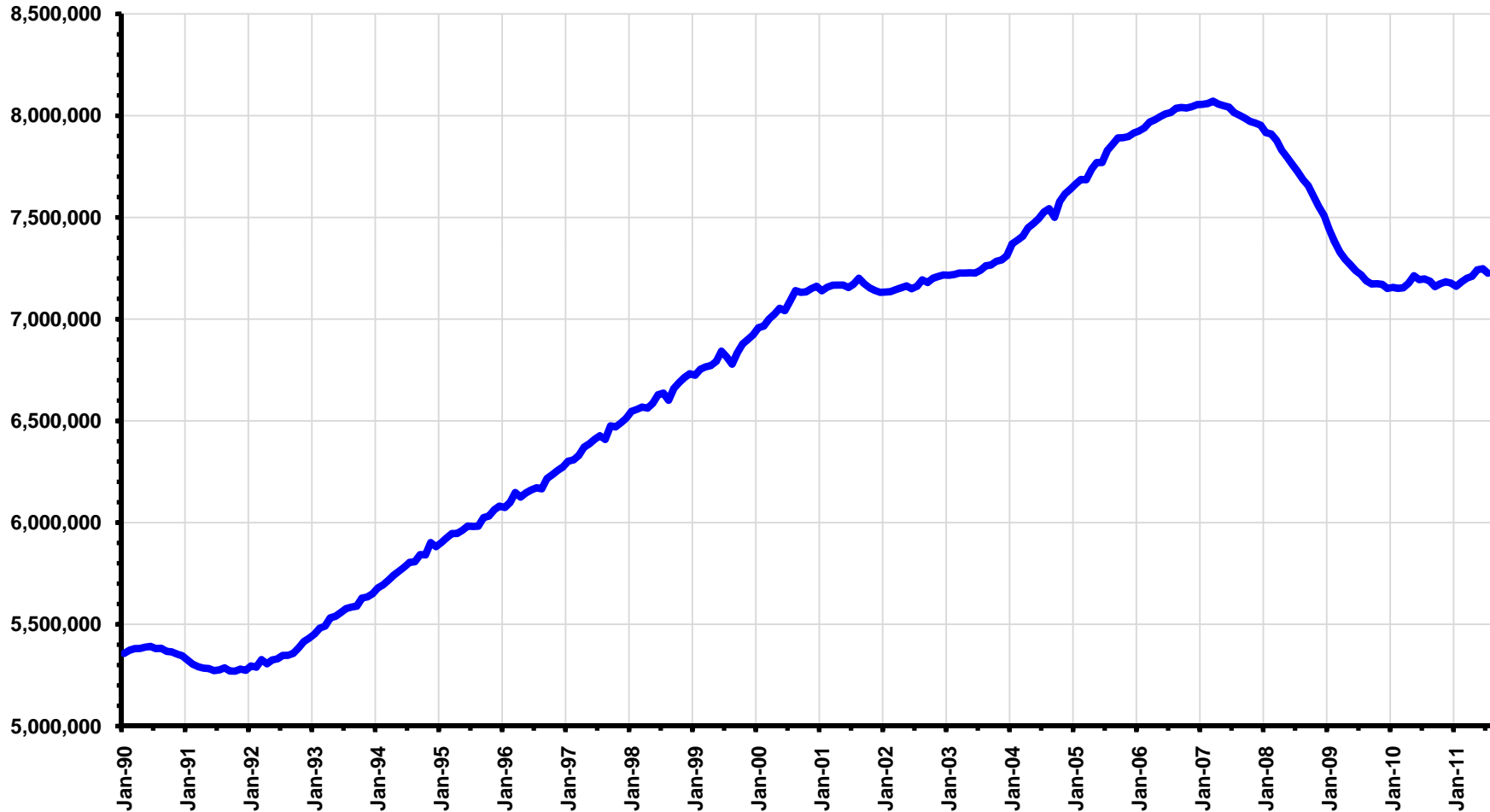


Source: U.S. Department of Labor, Bureau of Labor Statistics, Current Employment Statistics Program, released August 19, 2011.  
Prepared by: Florida Agency for Workforce Innovation, Labor Market Statistics Center.



# Florida Nonagricultural Employment

## January 1990 – July 2011, Seasonally Adjusted

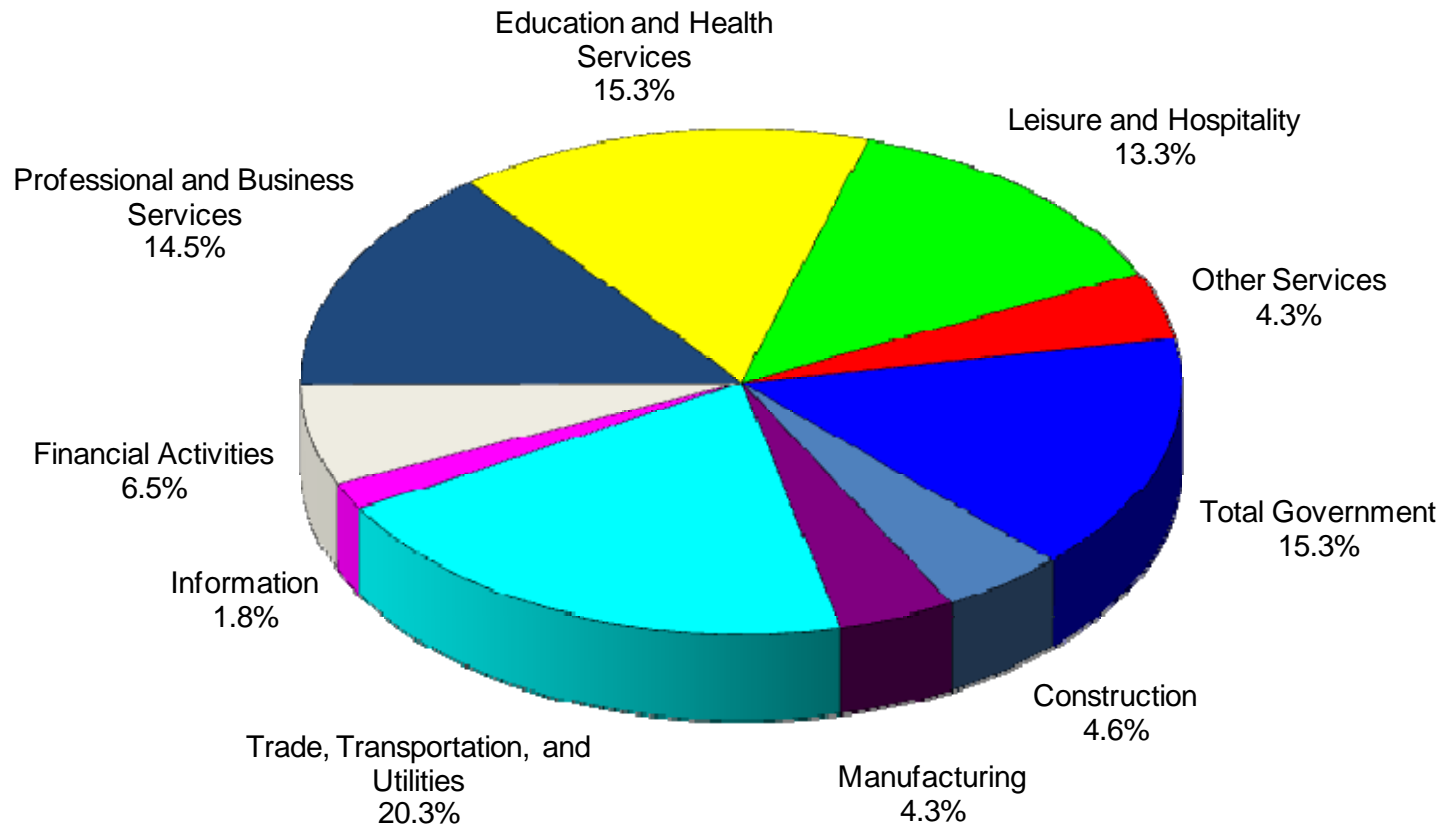


Source: U.S. Department of Labor, Bureau of Labor Statistics, Current Employment Statistics Program, released August 19, 2011.  
Prepared by: Florida Agency for Workforce Innovation, Labor Market Statistics Center.

# Nonagricultural Employment by Industry

## Florida

### July 2011 (Seasonally Adjusted)

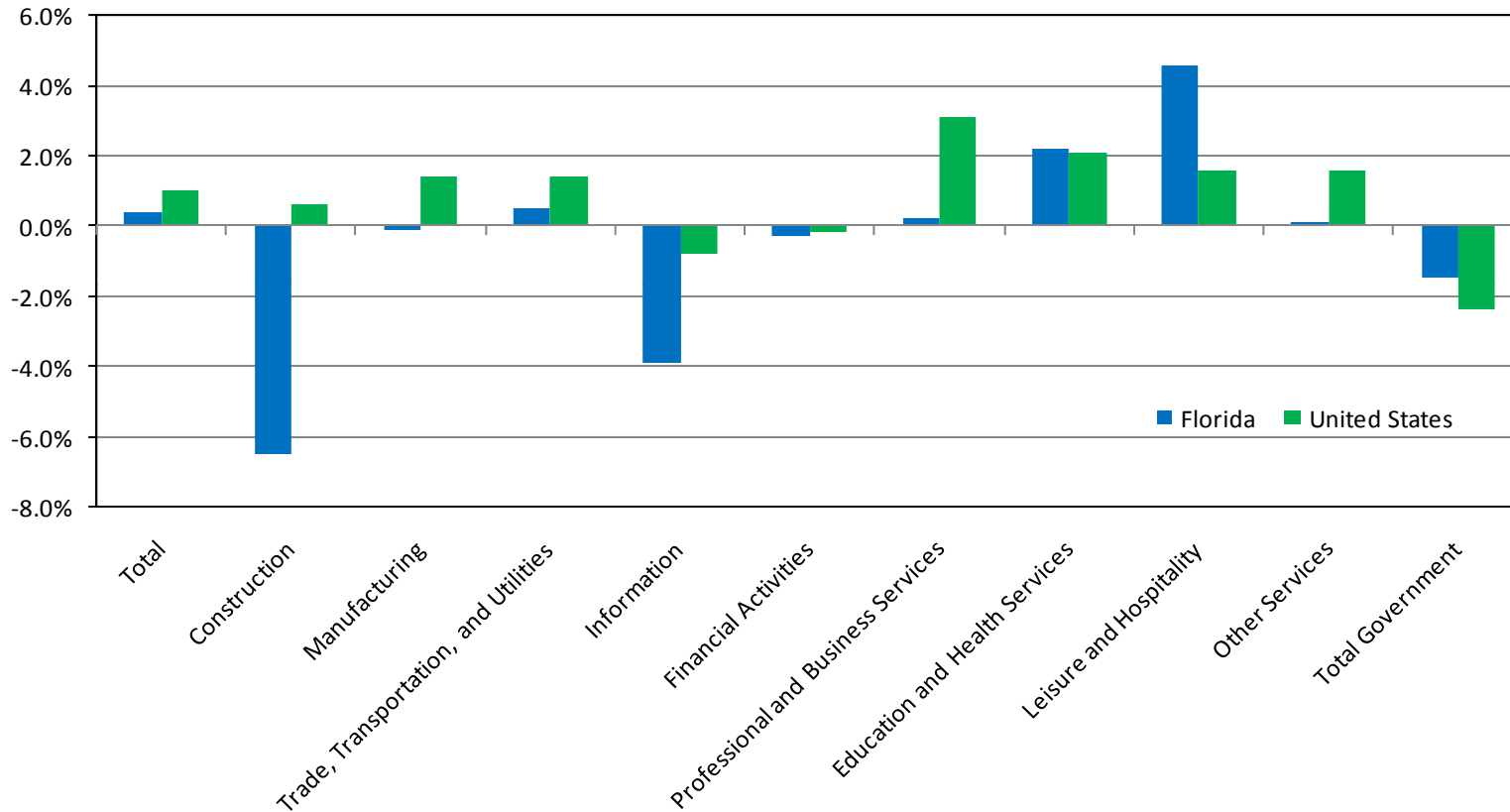


Note: Percents may not add to 100.0 due to rounding

Source: U.S. Department of Labor, Bureau of Labor Statistics, Current Employment Statistics Program, released August 19, 2011.  
Prepared by: Florida Agency for Workforce Innovation, Labor Market Statistics Center.

# Nonagricultural Employment by Industry

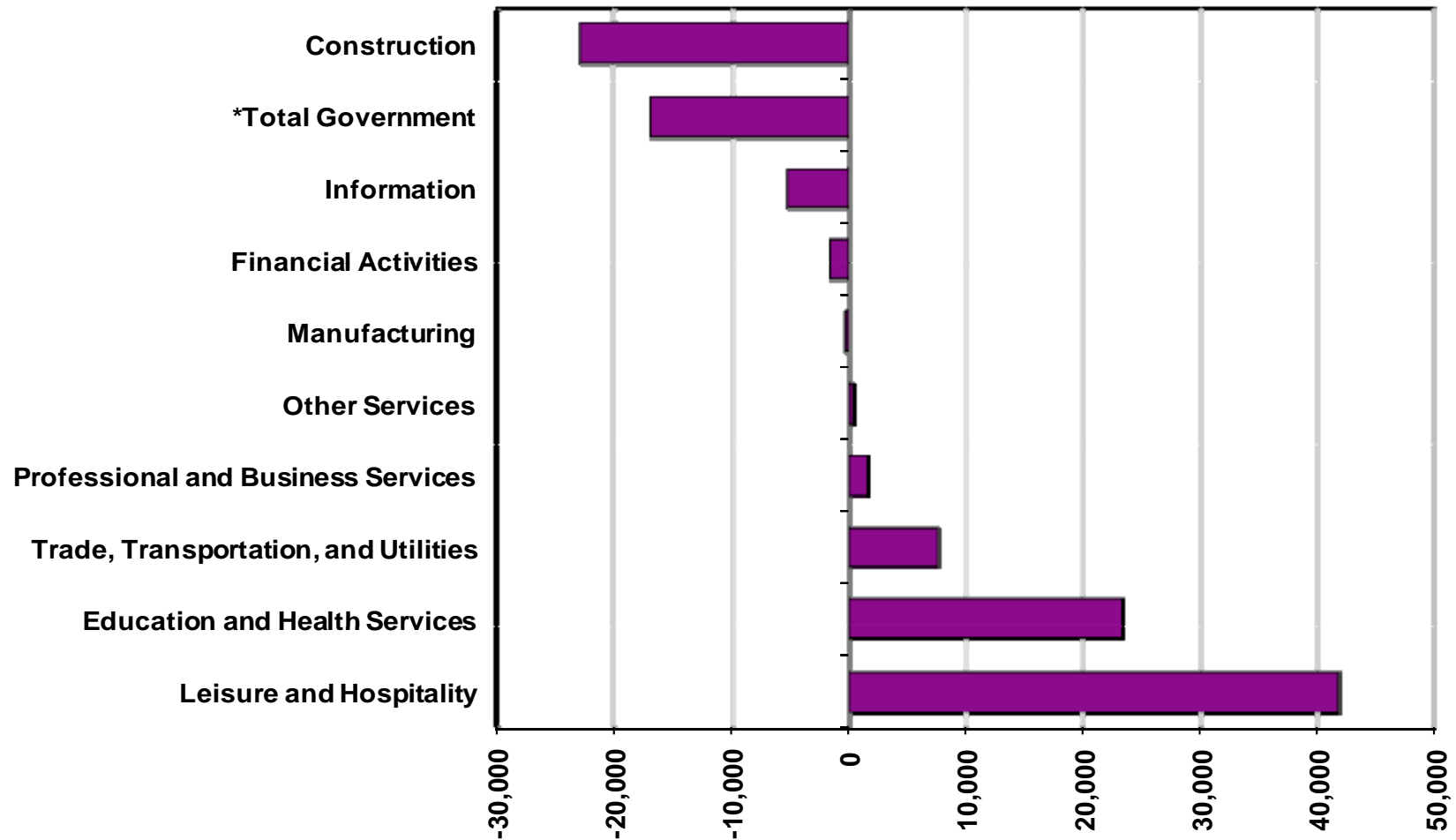
July 2011, Seasonally Adjusted, Over-the-Year Percent Change



Source: U.S. Department of Labor, Bureau of Labor Statistics, Current Employment Statistics Program, released August 19, 2011.  
Prepared by: Florida Agency for Workforce Innovation, Labor Market Statistics Center.

# Leisure and Hospitality Gained the Most Jobs Over the Year in Florida

July 2010 – July 2011 (Seasonally Adjusted)

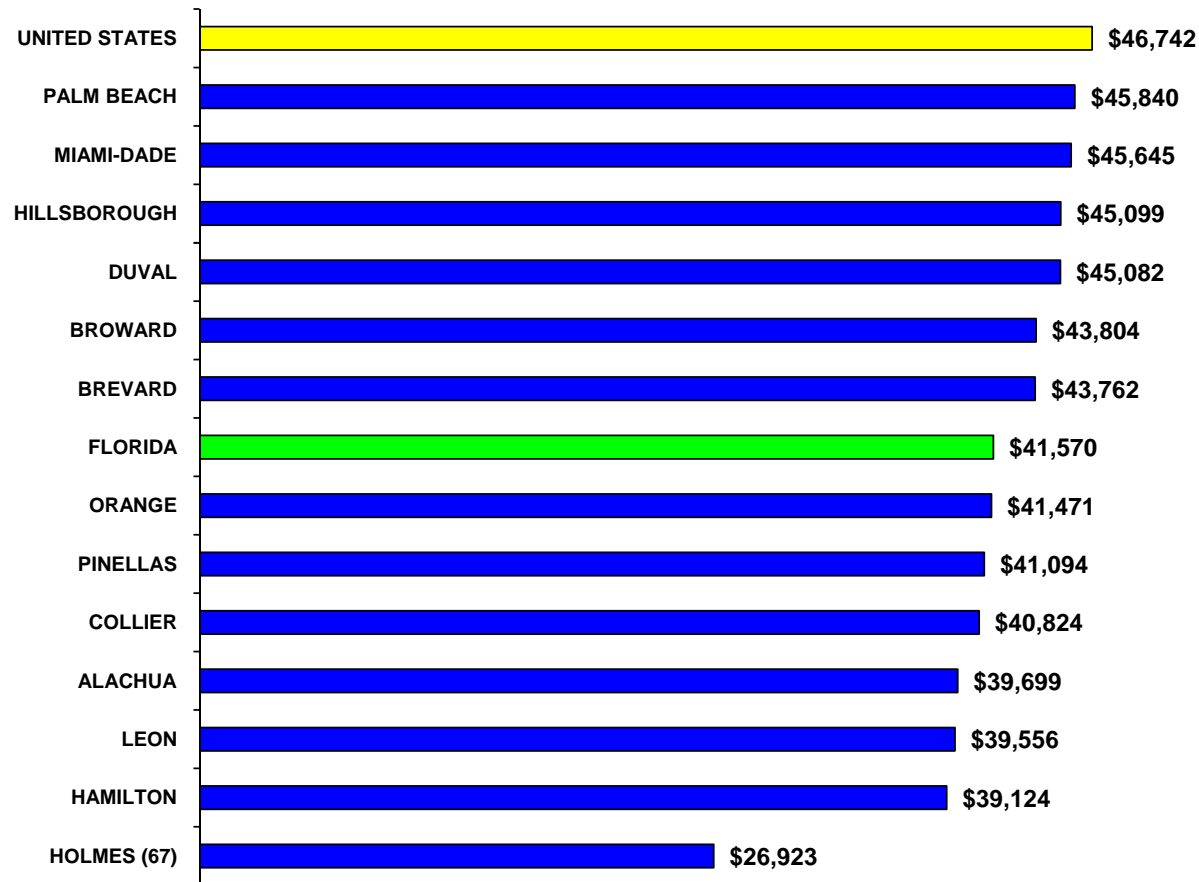


\* Note: Government losses are due primarily to temporary federal Census workers employed last year.

Source: U.S. Department of Labor, Bureau of Labor Statistics, Current Employment Statistics Program, released August 19, 2011.  
Prepared by: Florida Agency for Workforce Innovation, Labor Market Statistics Center.

# Florida 2010 Average Annual Wages

## Range from \$45,840 to \$26,923



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Quarterly Census of Employment and Wages Program in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released June 2011



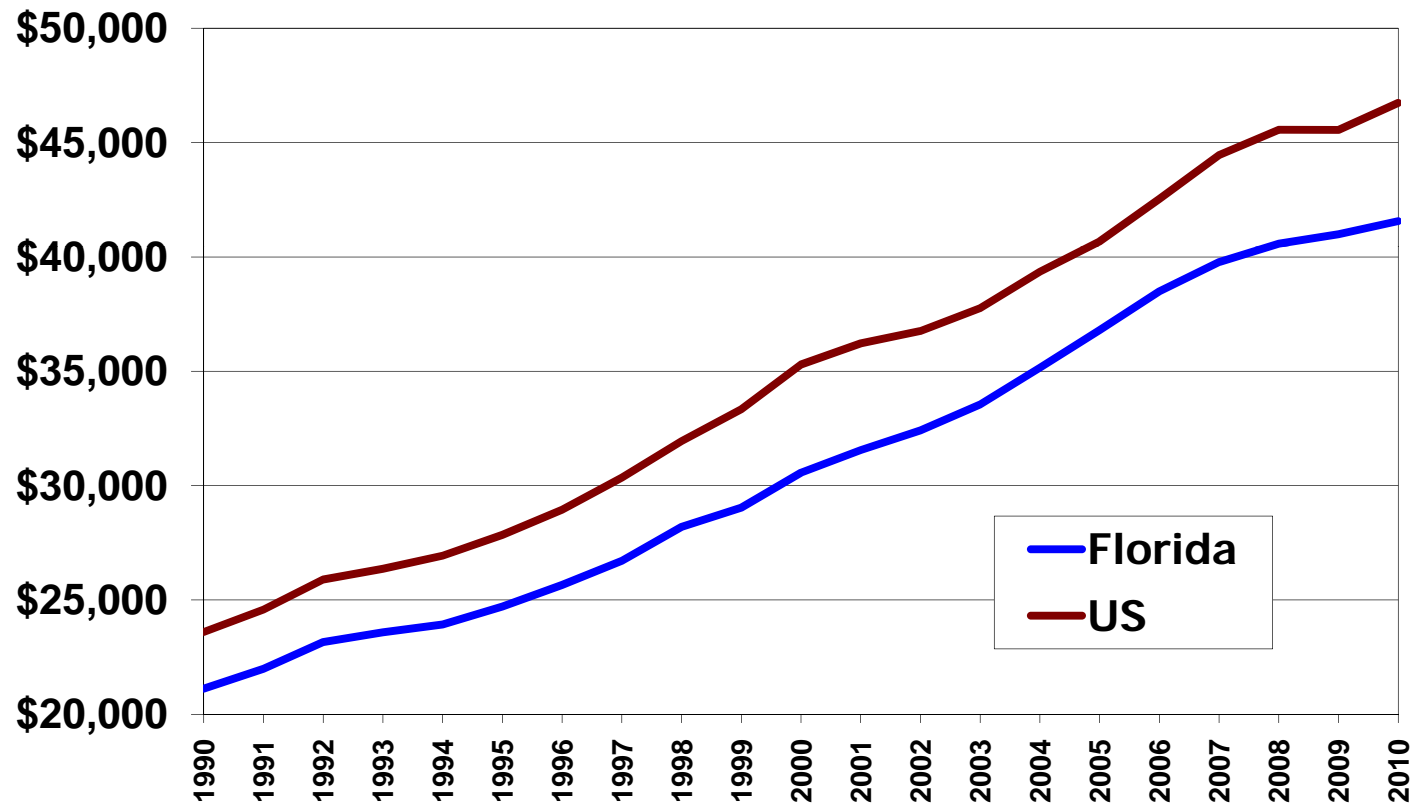
# Wages by Industry

Florida  
2010

Industry	Average Annual Wages
Total, All Industries	\$41,570
Information	\$61,487
Financial Activities	\$57,043
Manufacturing	\$51,847
Professional and Business Services	\$49,155
Government	\$47,360
Education and Health Services	\$43,685
Construction	\$41,088
Trade, Transportation, and Utilities	\$37,111
Other Services	\$29,608
Natural Resources and Mining	\$24,287
Leisure and Hospitality	\$21,448

Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Quarterly Census of Employment and Wages Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released June 2011.

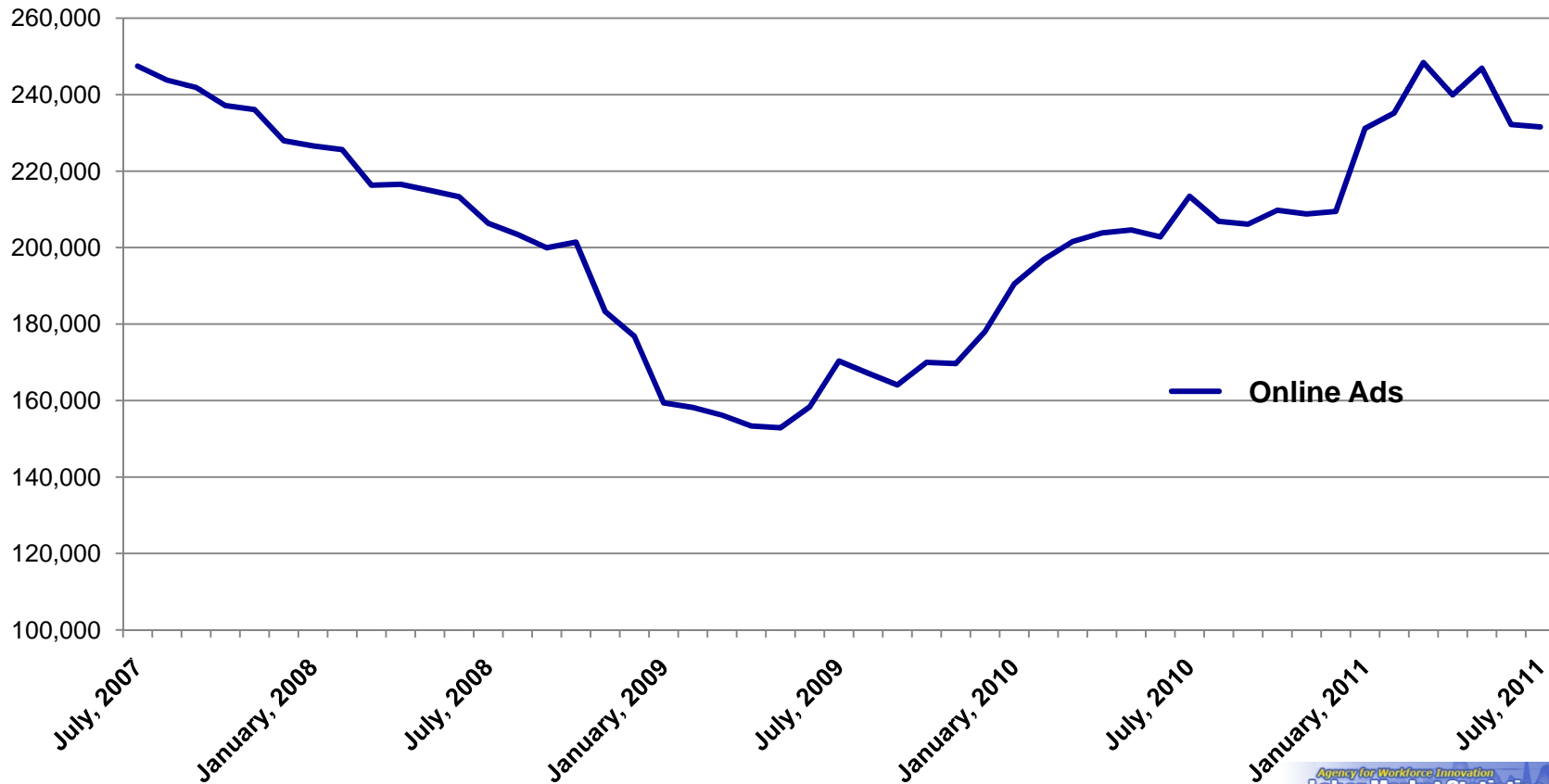
# Average Annual Wage



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Quarterly Census of Employment and Wages Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released June 2011.

# Real-Time LMI Help-Wanted OnLine Five Year Trend

Florida Online Job Ads  
Seasonally Adjusted





# Help Wanted OnLine™ Internet Job (HWOL) Ads

Top Advertised Occupations for Florida--July 2011	Online Ads
<b>Florida Total Ads</b>	<b>231,566</b>
Registered Nurses	11,984
Retail Salespersons	7,551
First-Line Supervisors/Managers of Retail Sales Workers	5,761
Customer Service Representatives	5,599
<b>Physical Therapists*</b>	4,663
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	4,209
<b>Occupational Therapists*</b>	3,911
Truck Drivers, Heavy and Tractor-Trailer	3,755
Computer Systems Analysts	3,715
Web Developers	3,633
Executive Secretaries and Administrative Assistants	3,372
First-Line Supervisors/Managers of Food Preparation and Serving Workers	3,248
Telemarketers	3,186
<b>Medical and Health Services Managers*</b>	3,125
Computer Support Specialists	2,904
Insurance Sales Agents	2,836
First-Line Supervisors/Managers of Office and Administrative Support Workers	2,676
Sales Representatives, Services, All Other	2,541
Occupational Therapist Assistants	2,513
Sales Agents, Financial Services	2,502

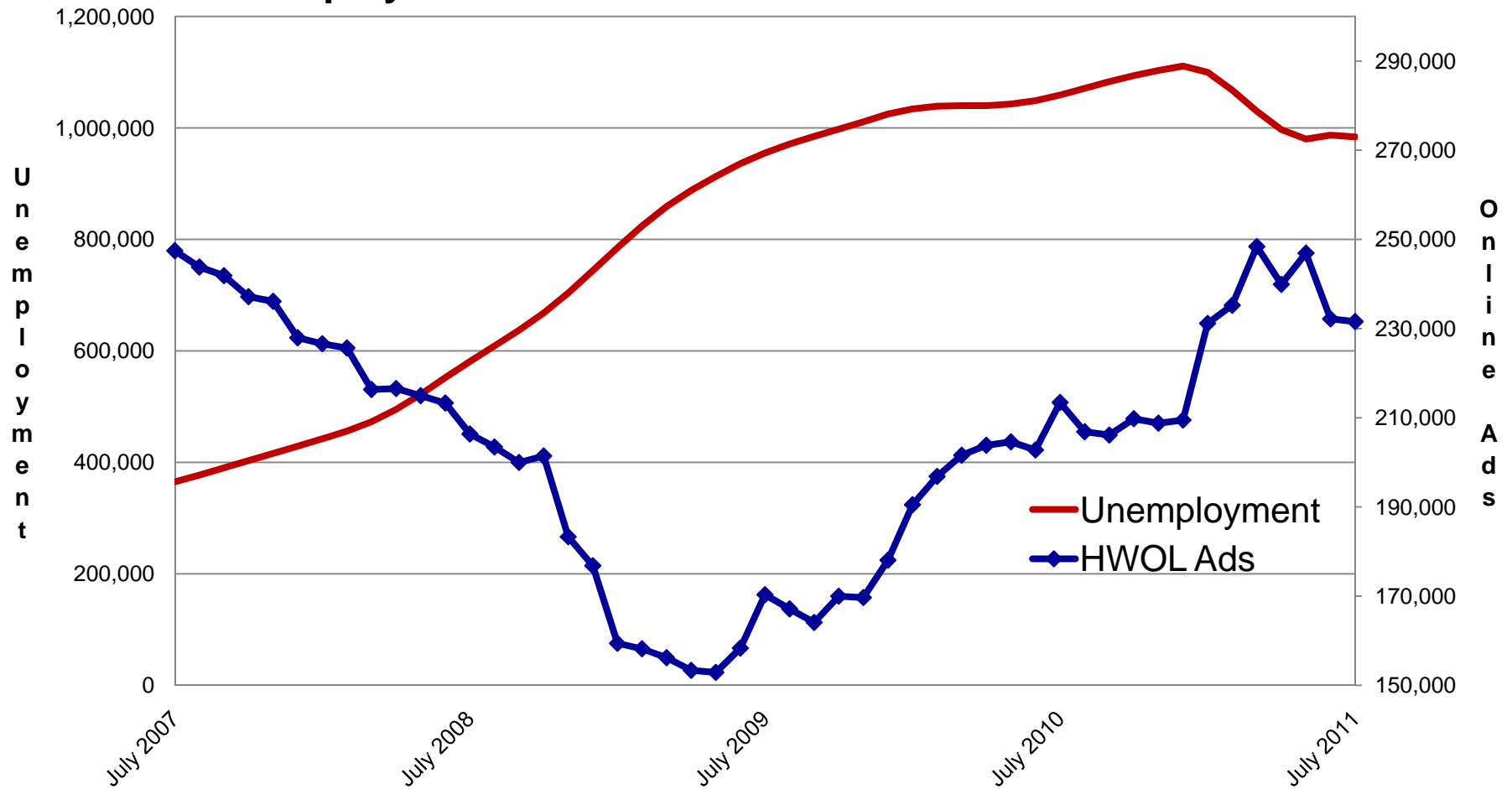
\*Occupation requires at least a bachelor's degree

Source: The Conference Board, Help Wanted OnLine, prepared by the Florida Agency for Workforce Innovation, Labor Market Statistics Center.

# Real-Time LMI

## Help-Wanted OnLine

### Unemployment vs. Labor Demand

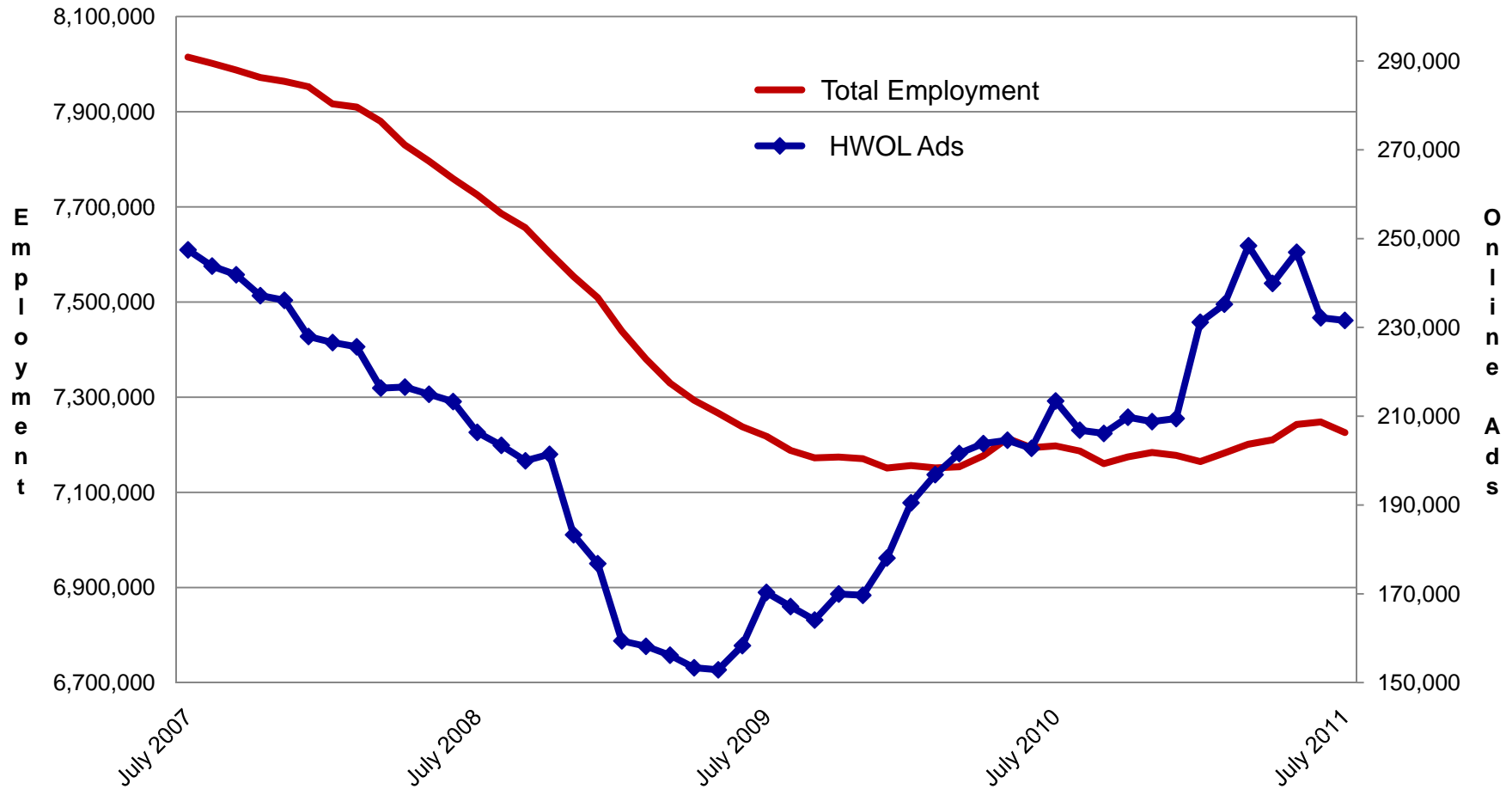


Source: The Conference Board and the Florida Agency for Workforce Innovation, Labor Market Statistics Center, July 2011.

# Real-Time LMI

## Help-Wanted OnLine

### Employment vs. Labor Demand



Source: The Conference Board and the Florida Agency for Workforce Innovation, Labor Market Statistics Center, July 2011.



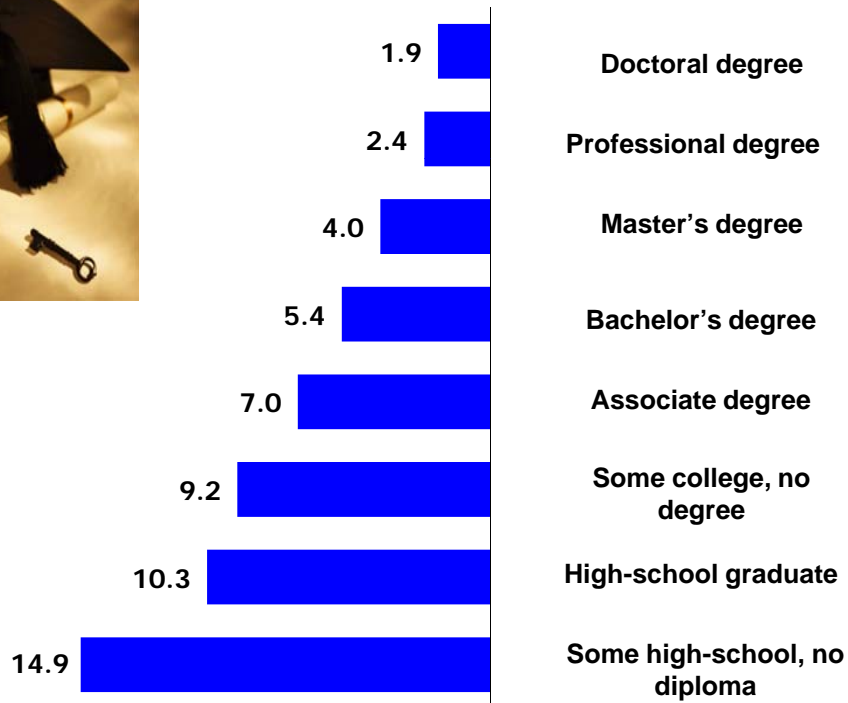
# Targeted Industry Clusters

- Cleantech
- Life Sciences
- Infotech
- Aviation and Aerospace
- Homeland Security/Defense
- Financial/Professional Services
  - Strategic Areas of Emphasis
    - Manufacturing
    - Corporate Headquarters
    - Emerging Technologies

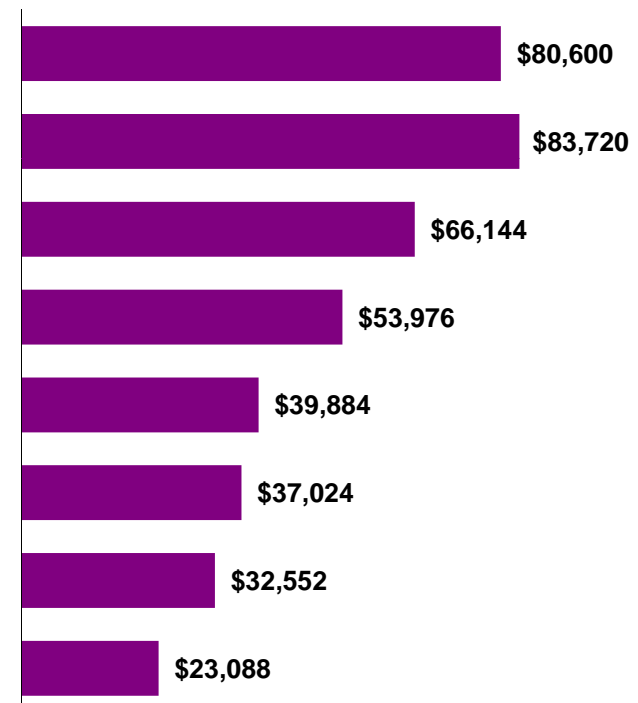
# Education and Training pay ...

## 2010 Annual Average

**Unemployment Rate  
(Percent)**



**Median Earnings  
(Dollars)**



Notes: Unemployment and earnings for workers 25 and older, by educational attainment; earnings for full-time wage and salary workers. 2010 Weekly Median Earnings (multiplied by 52 weeks).

Sources: Bureau of Labor Statistics, Current Population Survey. May 2011.

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www.floridawages.com**

**<http://www.whatpeopleareasking.com/index.shtm>**





# Employment Projections 2019 Workforce Estimating Conference

Florida  
Agency for Workforce Innovation  
Labor Market Statistics Center

August 29, 2011





# Employment Projections -- General Information

- Employment forecast covers the projection period 2011-2019.
- Independent variables used were national industry employment, population, income data, U.S. and Florida unemployment rates, and housing starts.
- Staffing patterns derived from the 2009 annual occupational survey, with 53,400 employer responses representing more than 4.4 million workers, were used to produce the occupational projections.
- Almost 80 percent of the job growth projected in this forecast will be the regaining of jobs lost during the recent economic downturn.





# Employment Projections -- Issues and Considerations

- Reviewed the results of the Florida Economic Estimating Conference.
- Used a population forecast which does not project Florida returning to our pre-recession population growth rates.
- Incorporated information on numerous plant openings and closings.
- Assumed that long-term job growth will be weaker due to a prolonged sluggish economy that points to a slow recovery at the state and national levels.
- Had to rely more on analysts' judgment and less on statistical models since the most recent economic downturn was unlike previous recessions and has no indication of a strong economic driver on the horizon.



# Industry Employment Projections to 2019

- Florida is projected to gain slightly more than 1 million new jobs between 2011 and 2019 (1.62% annual growth). More than 8.9 million people are projected to be employed by 2019.
- All major industry sectors will see employment gains, except mining. However, only 5 of the 12 major industry sectors are projected to exceed their pre-recession peak.
- Some industries hardest hit by job losses between 2007 and 2011 will experience more modest job gains over the long term. Many of these industries will have above average growth rates as they regain some jobs from their lowest employment levels in a decade.

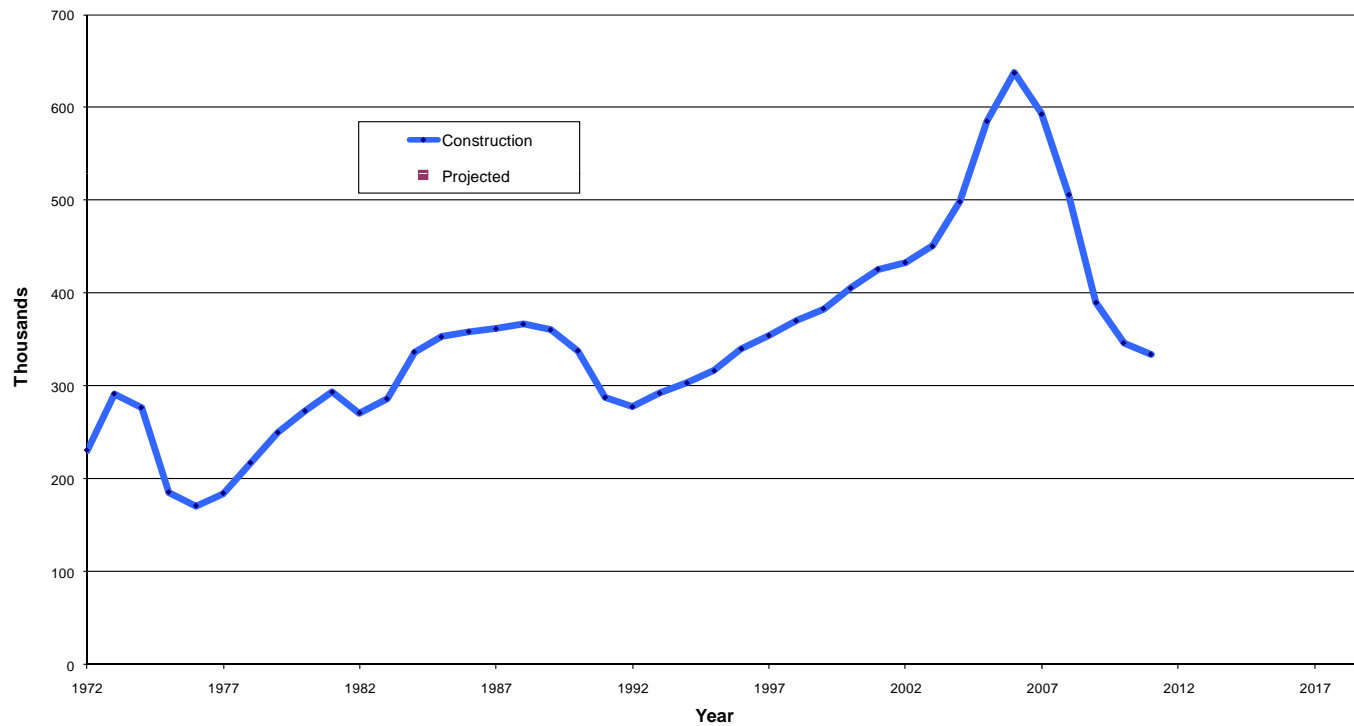


# Industry Employment Projections to 2019

- Major industry sectors growing the fastest: construction; professional and business services.
- Construction, which lost more jobs than any other industry during the past recession, is projected to recapture only 30 percent of its earlier job losses.
- Major industry sectors gaining the most new jobs: professional and business services; education and health.
- Professional and business services will be strong as employment services, and architectural and engineering services rebound from some of their lowest employment levels in a decade.



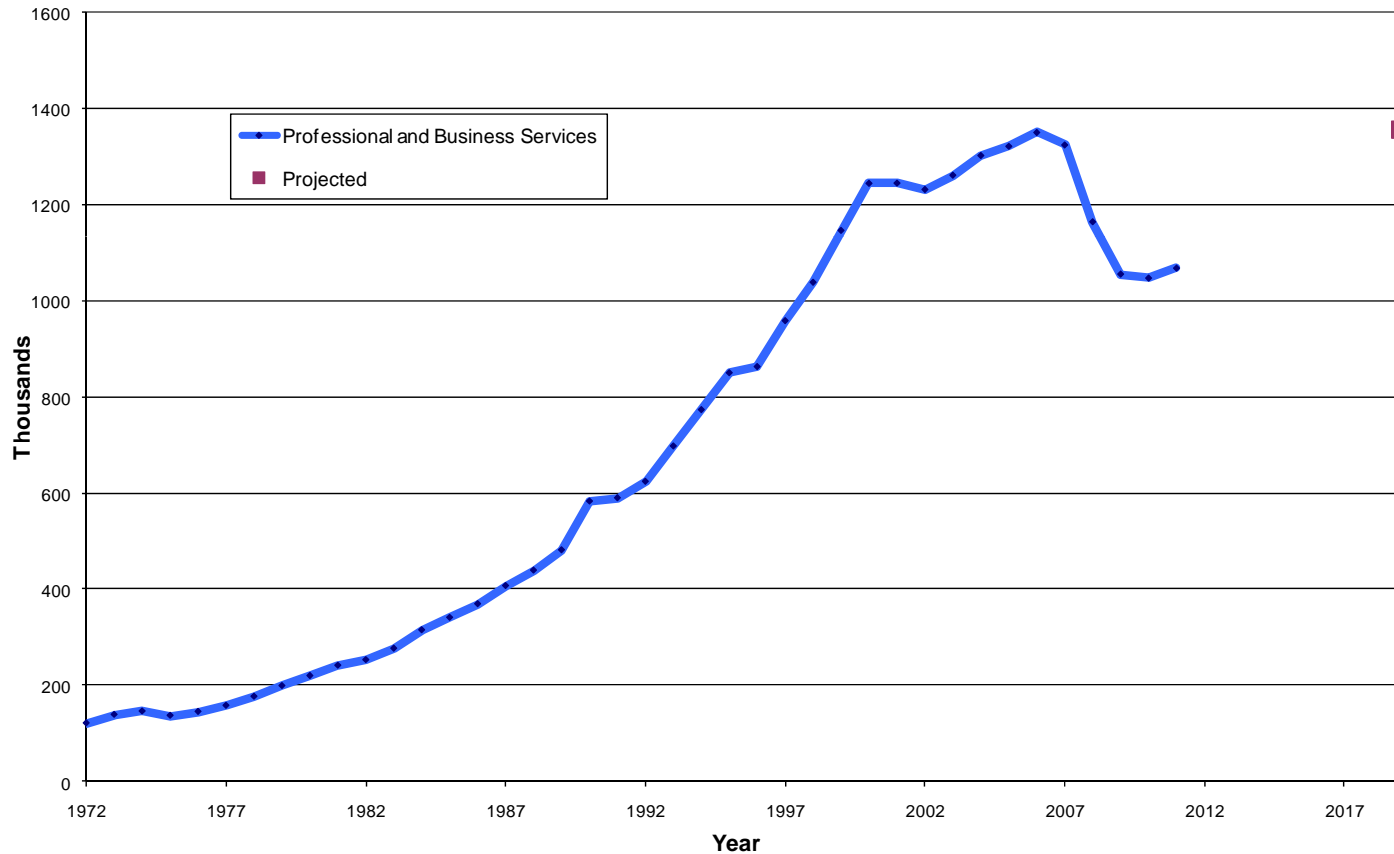
# Florida Construction Employment



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center.



# Florida Professional and Business Services Employment



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center.

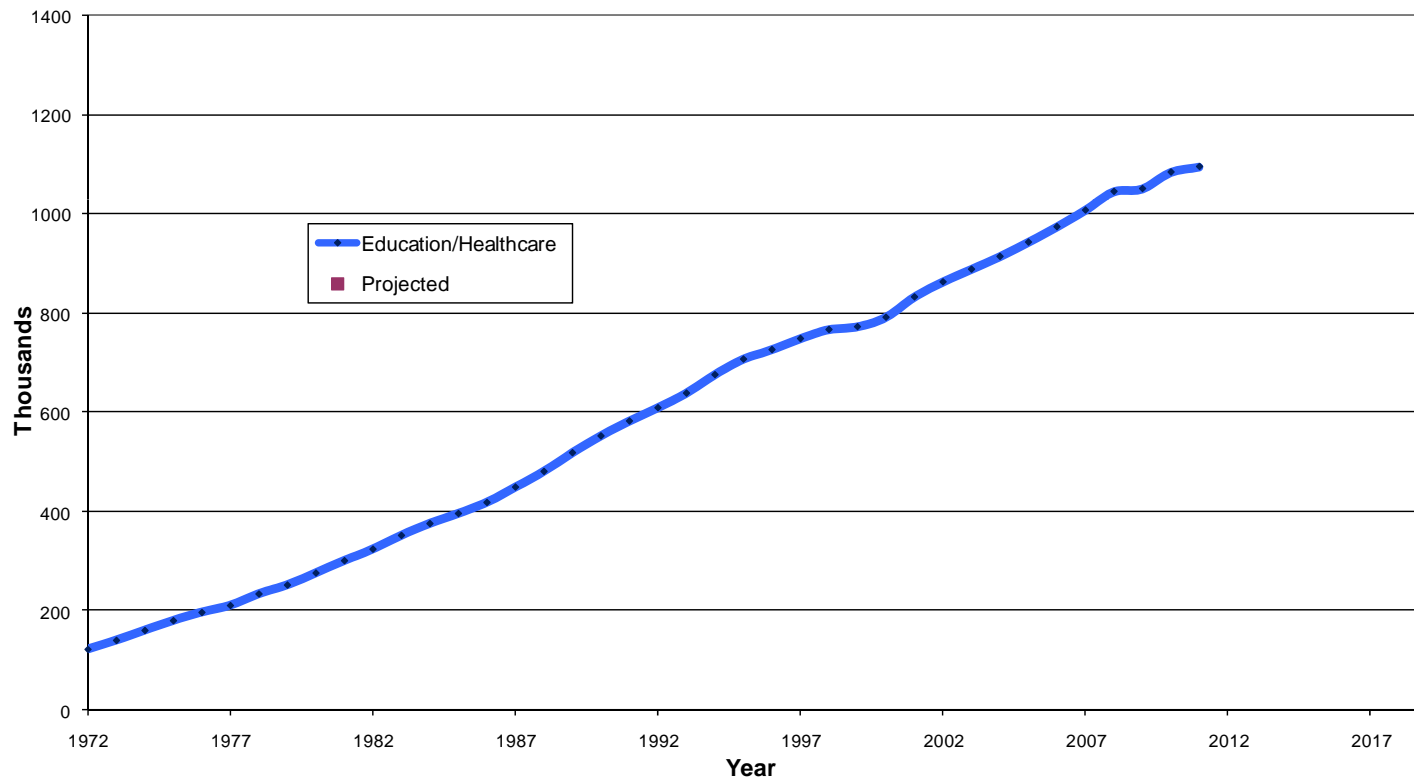


# Industry Employment Projections to 2019

- Healthcare is projected to continue to be strong as offices of physicians and home health services lead the way in employment growth.
- Growth in the private education sector will result largely from job gains in private colleges and universities.



# Florida Education and Healthcare Employment



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center.



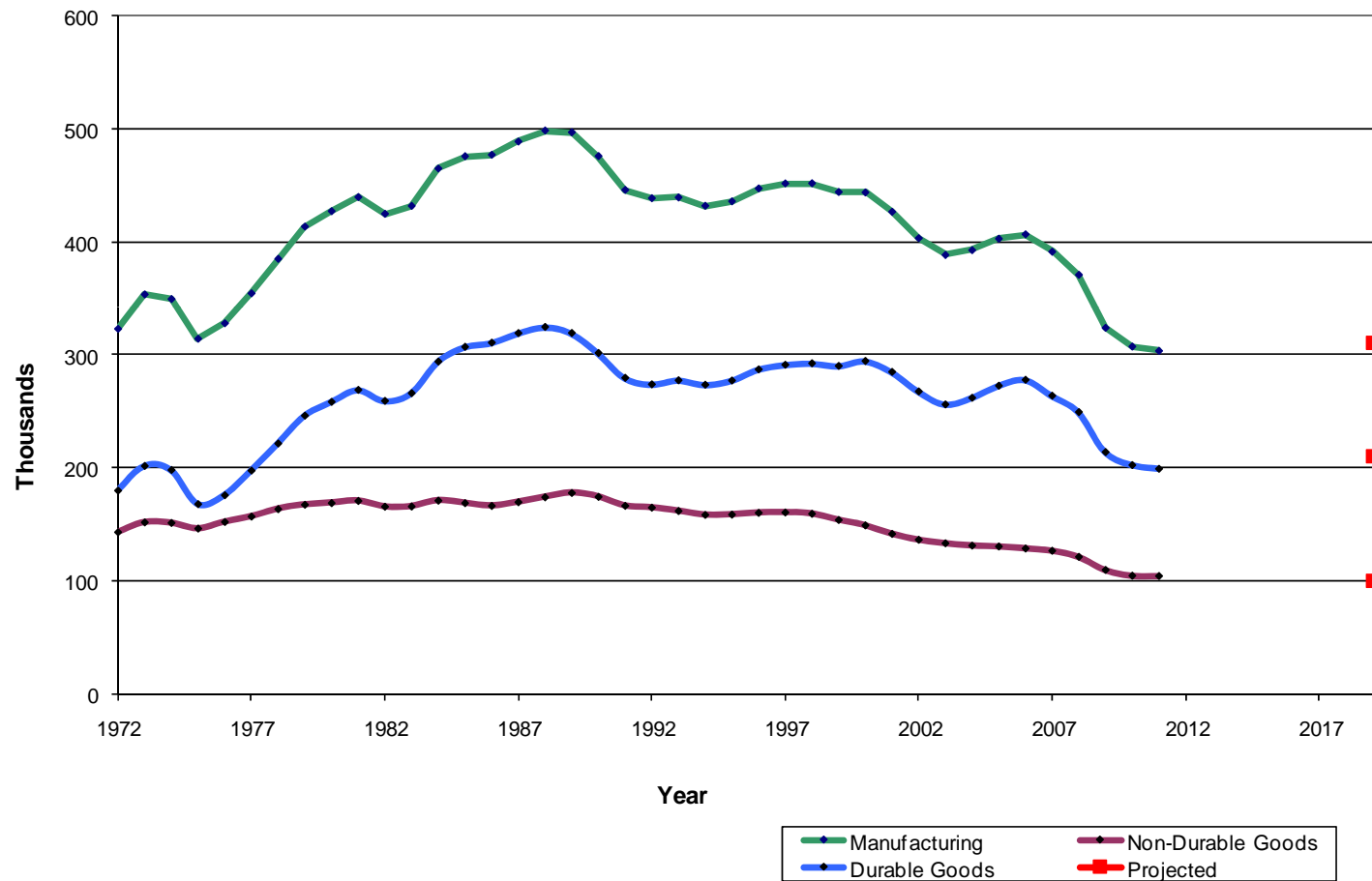
## Industry Employment Projections to 2019

- Manufacturing is projected to be the slowest-growing major industry sector, despite job gains in transportation equipment, healthcare and medical-related products, and construction-related manufacturing.
- Trade, transportation, and utilities will see all three components of this sector grow slower than average as consumers maintain the frugal spending habits they adopted during the downturn and as retailers adopt more labor saving opportunities.
- The information sector will be the second slowest growing industry behind manufacturing, as gains in internet related services and motion picture production are offset by losses in the telecommunications industry.





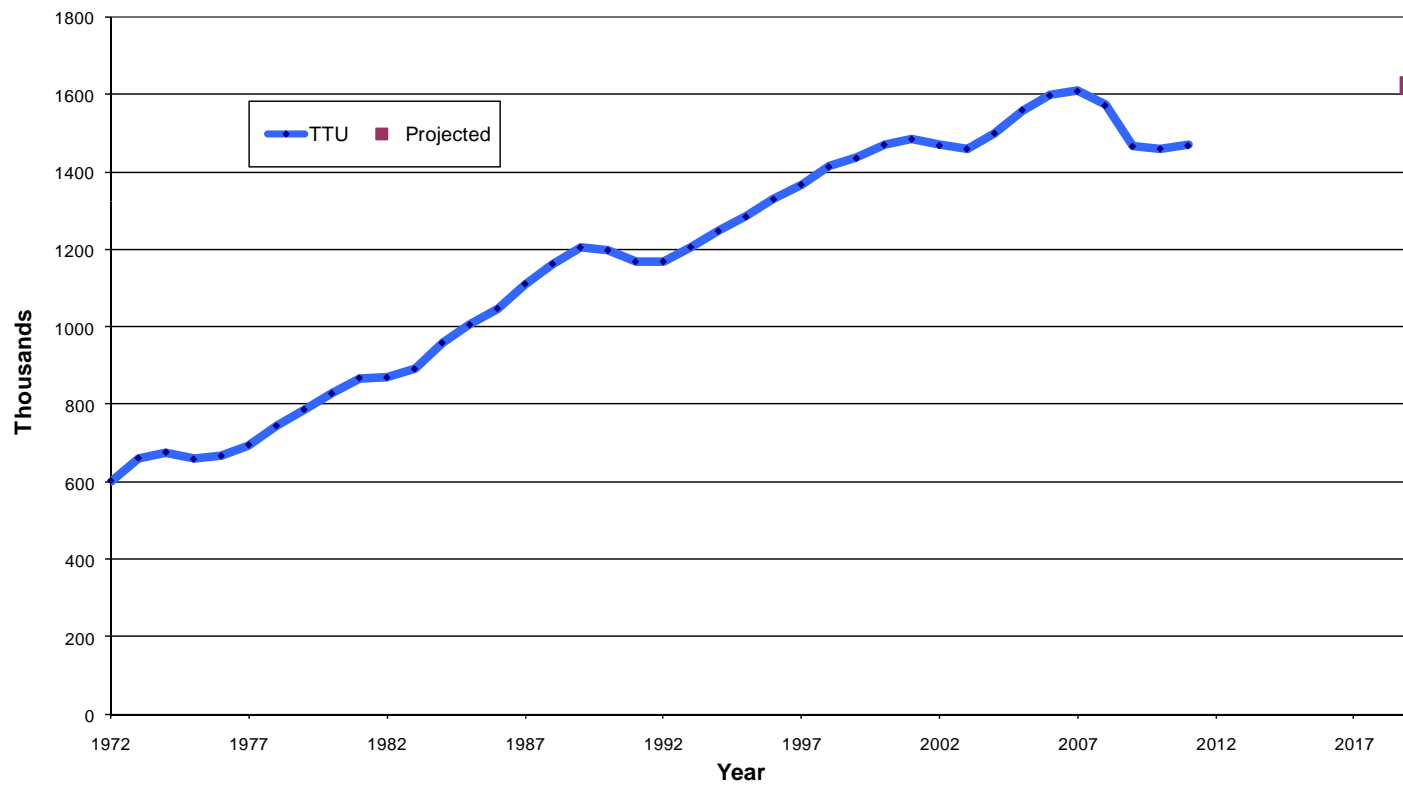
# Florida Manufacturing Employment



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center.



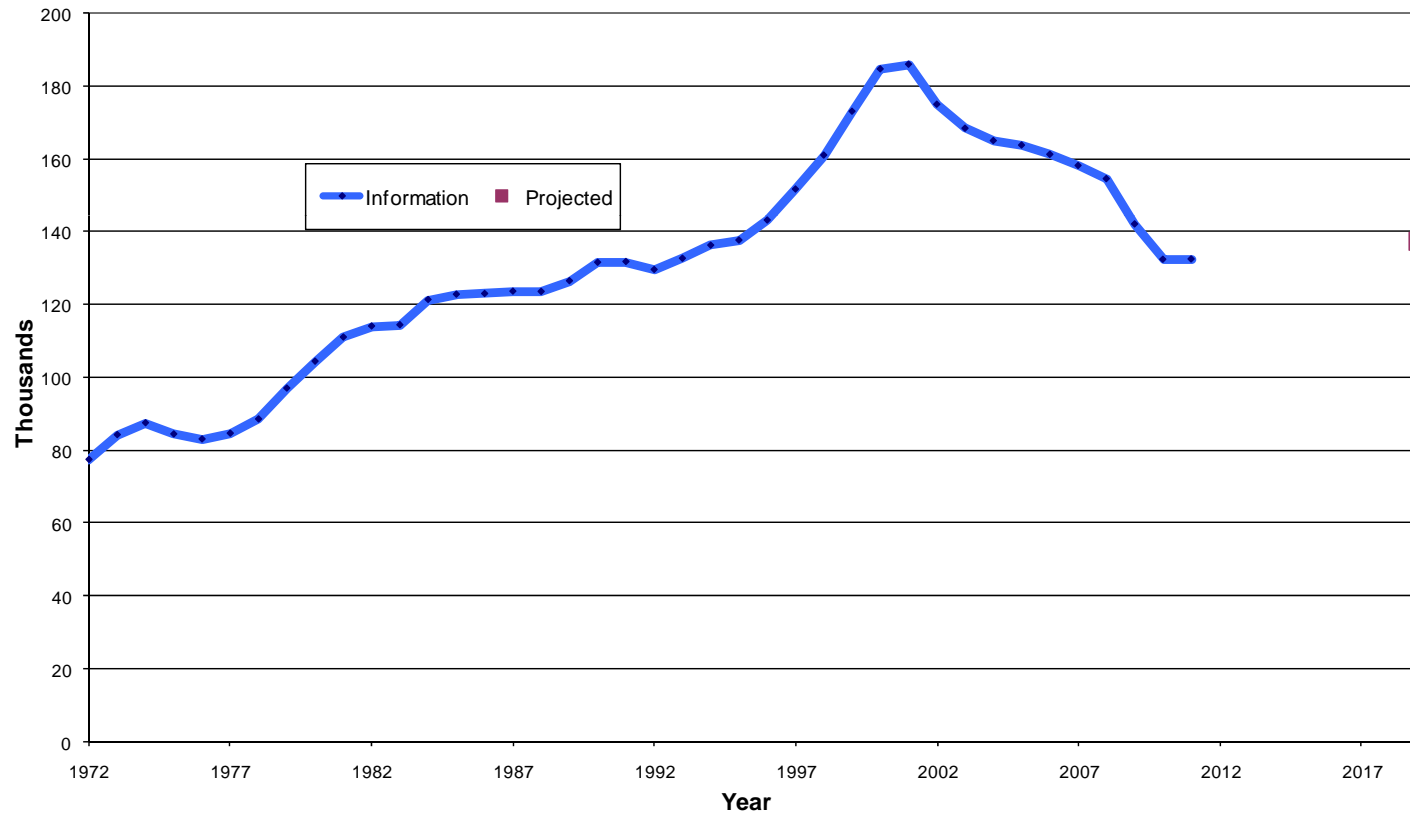
# Florida Trade, Transportation, and Utilities Employment



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center.



# Florida Information Employment



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center.

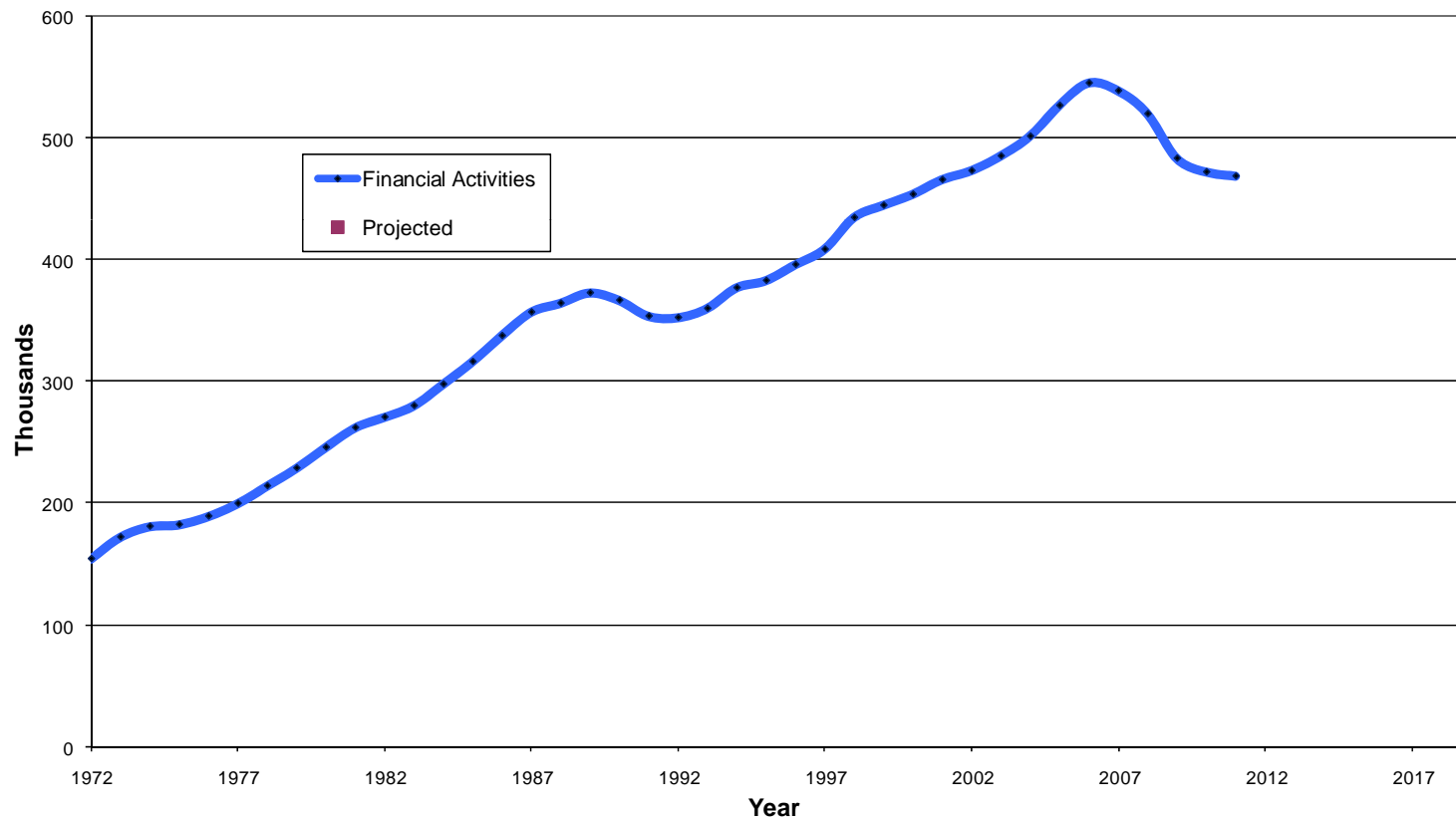


# Industry Employment Projections to 2019

- The financial activities sector will grow slower than the average rate for all industries due to mergers, slow demand for mortgages due to reduced home construction and existing home sales, and increased productivity resulting from new technologies.
- The leisure and hospitality sector is projected to grow slower than the overall average rate due the industry's high correlation to consumer spending and the difficulties of recapturing lost ground in global tourism.



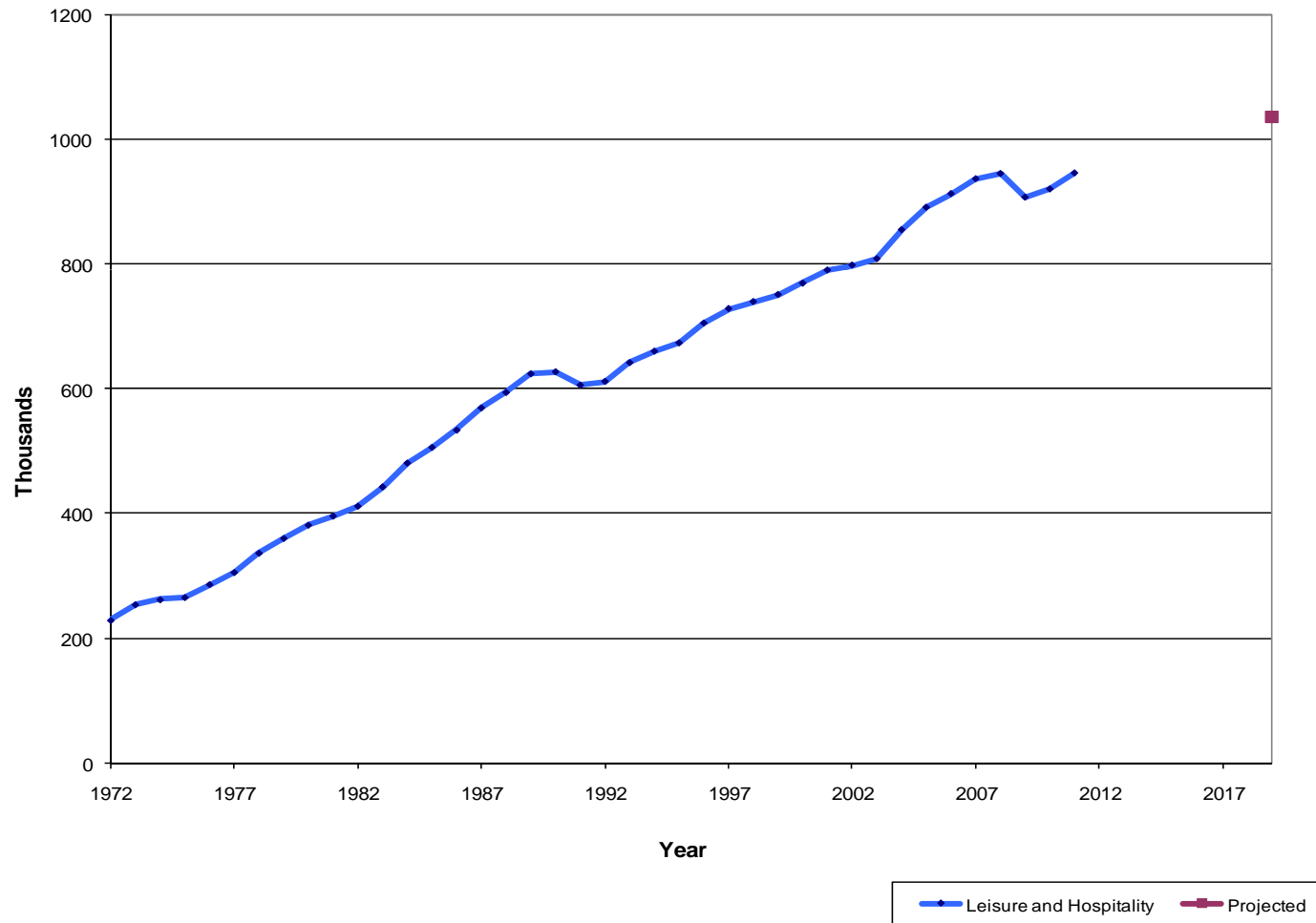
# Florida Financial Activities Employment



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center.



# Florida Leisure and Hospitality Employment



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center.

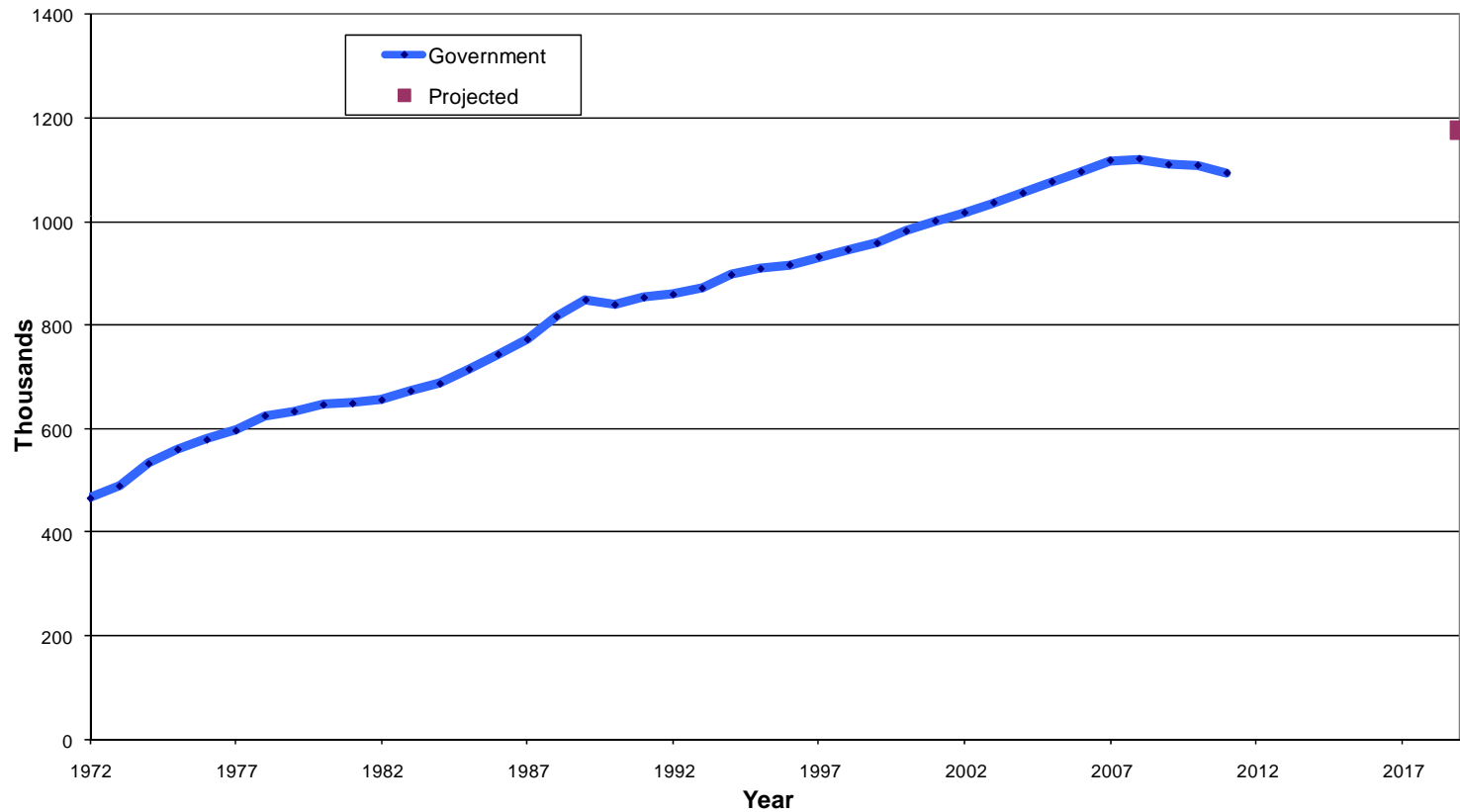


# Industry Employment Projections to 2019

- Government will grow very slowly due to budget shortfalls. The postal service will shed jobs, state government agencies will privatize jobs, and local governments and school districts will reduce services.
- Growth in jobs for self-employed and unpaid family workers will be much slower than average, accounting for only 5.7 percent of the new jobs.



# Government Employment



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center.



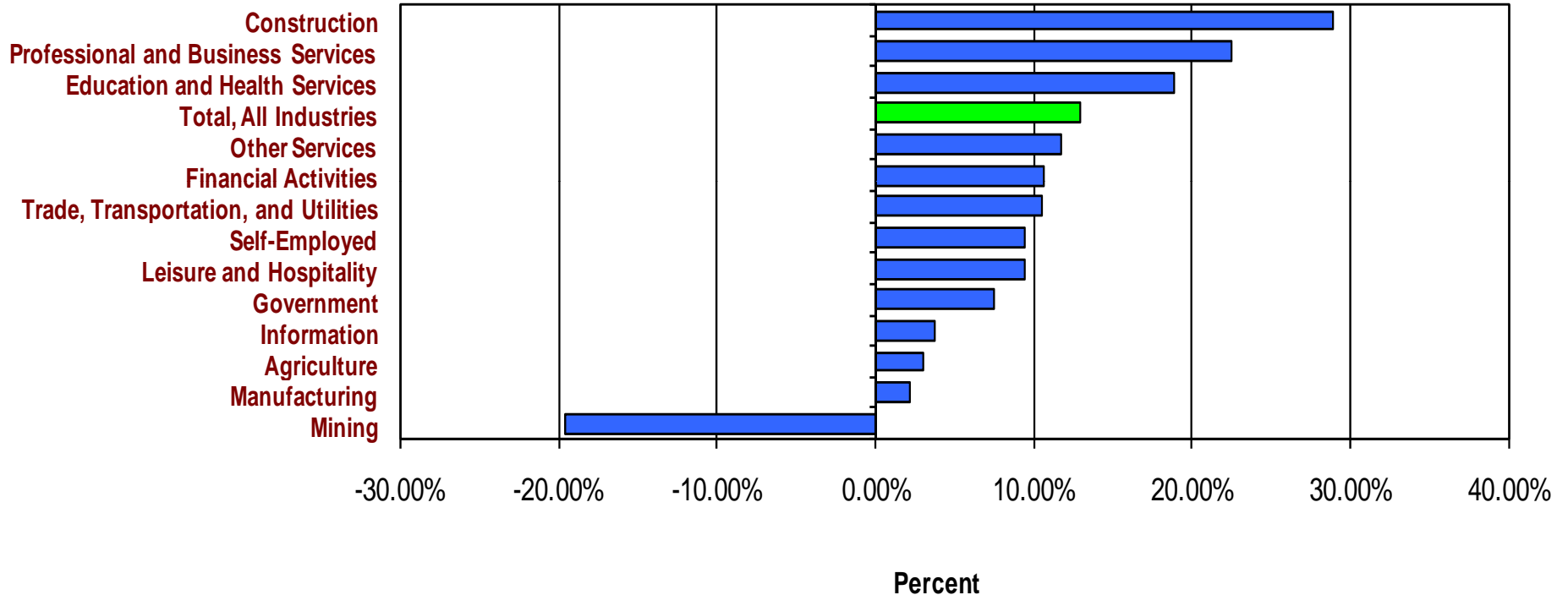


# Florida Employment Forecast by Major Industry Sector 2011-2019

Industry Title	Employment		Annual Change		2011-19 Change	
	2011	2019	Level	Percent	Level	Percent
<b>Total, All Industries</b>	7,913,748	8,938,450	128,088	1.62	1,126,340	14.41
Agriculture, Forestry, Fishing and Hunting	76,908	79,226	290	0.38	2,318	3.01
Mining	3,695	2,970	-91	-2.45	-725	-19.62
Construction	333,894	430,207	12,039	3.61	96,313	28.85
Manufacturing	303,849	310,274	803	0.26	6,425	2.11
Trade, Transportation, and Utilities	1,468,771	1,622,283	19,189	1.31	153,512	10.45
Information	132,402	138,308	613	0.46	4,906	3.71
Financial Activities	468,843	518,938	6,262	1.34	50,095	10.68
Professional and Business Services	1,067,550	1,308,029	30,060	2.82	240,479	22.53
Education and Health Services	1,094,690	1,300,867	25,772	2.35	206,177	18.83
Leisure and Hospitality	945,333	1,034,455	11,140	1.18	89,122	9.43
Other Services	311,088	347,429	4,543	1.46	36,341	11.68
Government	1,093,367	1,175,055	10,211	0.93	81,688	7.47
Self-Employed and Unpaid Family Workers	613,358	671,409	7,256	1.18	58,051	9.46

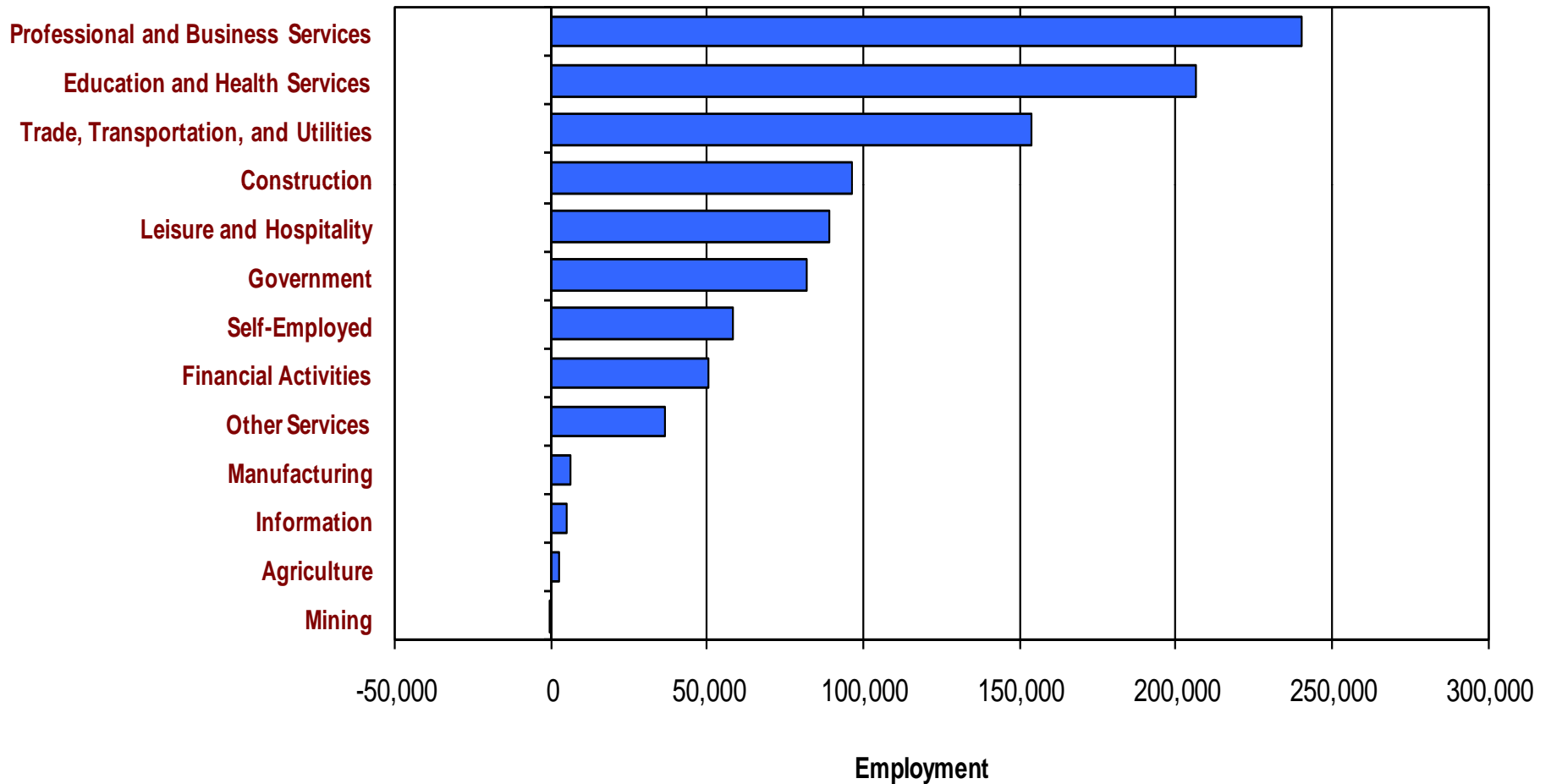


# Florida Employment Growth Rates by Major Industry Sector 2011-2019





# Florida Employment Growth by Major Industry Sector 2011-2019



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center.



## Fastest-Growing Detailed Industries\* 2011-2019

RANK	INDUSTRY TITLE	ANNUAL CHANGE	
		LEVEL	PERCENT
1	Specialty Trade Contractors	9,006	4.08
2	Construction of Buildings	2,169	3.34
3	Ambulatory Health Care Services	13,165	3.32
4	Nonmetallic Mineral Product Manufacturing	450	3.03
5	Administrative and Support Services	15,499	2.93
6	Professional, Scientific, and Technical Services	12,397	2.81
7	Motion Picture and Sound Recording Industries	2,400	2.66
8	Furniture and Home Furnishings Stores	6,617	2.83
9	Rental and Leasing Services	6,921	2.61
10	Social Assistance	2,576	2.30

\*includes industries with a minimum of 3,500 jobs in 2011



## Detailed Industries Gaining the Most New Jobs 2011-2019

RANK	INDUSTRY TITLE	ANNUAL CHANGE	
		LEVEL	PERCENT
1	Administrative and Support Services	15,480	2.93
2	Ambulatory Health Care Services	12,706	3.32
3	Professional, Scientific, and Technical Services	12,574	2.81
4	Local Government	10,115	1.36
5	Specialty Trade Contractors	8,582	4.08
6	Food Services and Drinking Places	8,112	1.21
7	Nursing and Residential Care Facilities	4,141	2.12
8	Education Services (private)	3,678	2.43
9	General Merchandise Stores	3,643	1.91
10	Hospitals	3,439	1.09

\* - This table includes occupations with a minimum total change of 2,000 jobs.



# Occupational Employment Projections to 2019

- Every major occupational group except farming is projected to grow.
- Five occupational groups (clerical, sales, food service, healthcare professionals, and construction) will account for 50 percent of the new jobs.
- Construction, healthcare support, and healthcare professional occupations will grow the fastest.
- Clerical, sales, and healthcare professional occupations will gain the most new jobs.



# Occupational Employment Projections to 2019

- Of the top 10 fastest-growing occupations, all require postsecondary training, 4 are healthcare related, 4 are construction related, and 7 earn more than \$15 per hour.
- Of the top 10 occupations expected to gain the most new jobs, most are among the largest occupations in the state, have widespread demand within numerous industries, involve considerable part-time work, and have minimal requirements for entry.
- Overall, 60 percent of the projected job openings will be due to replacement needs, and just 40 percent due to economic growth.



# Florida Employment Forecast by Major Occupational Group 2011-2019

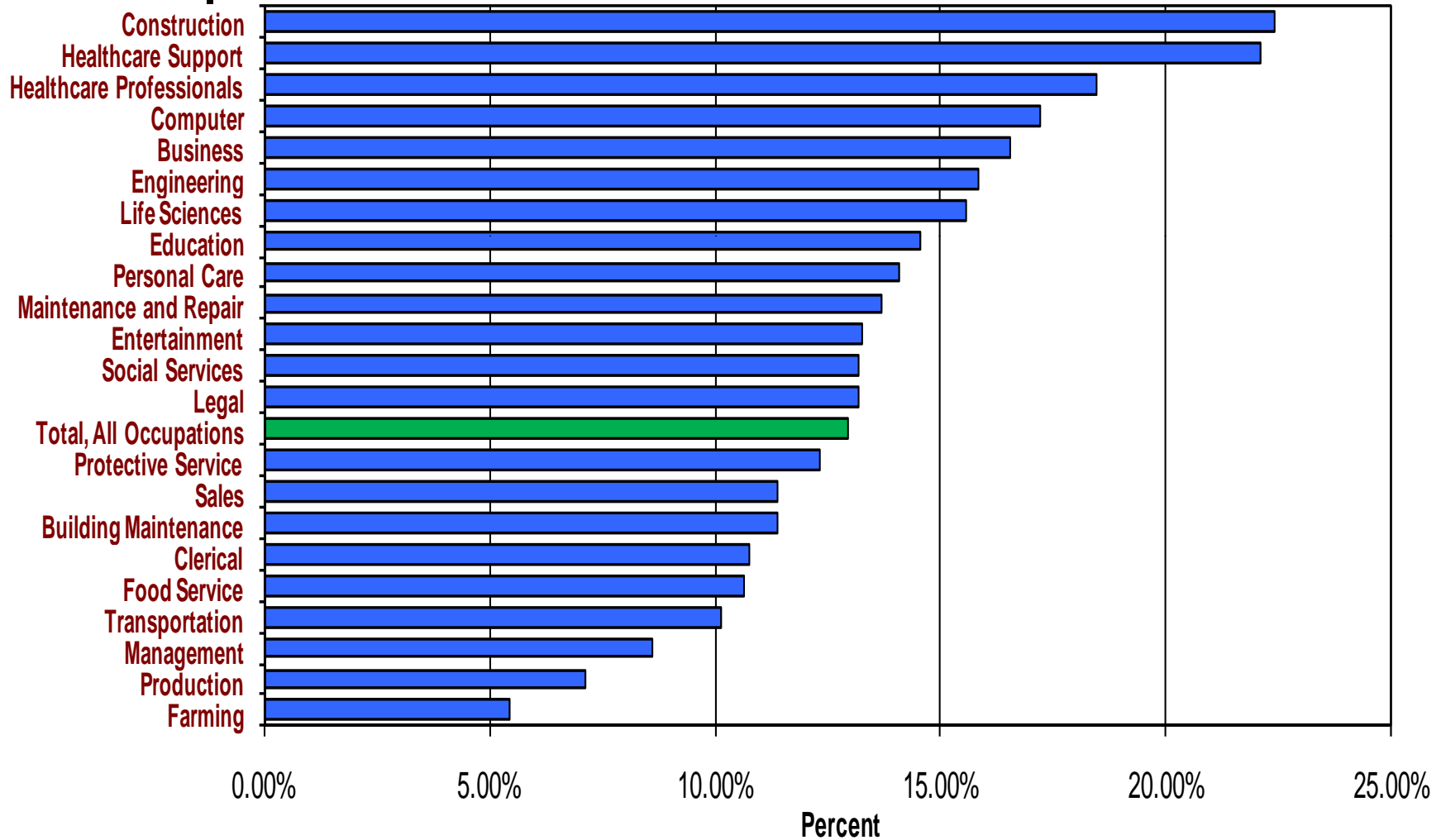
Occupational Group	Employment		2011-19 Change	
	2011	2019	Level	Percent
<b>Total, All Occupations</b>	7,913,748	8,938,450	1,024,702	12.95
Management	320,172	347,764	27,592	8.62
Business and Financial Operations	414,393	483,052	68,659	16.57
Computer and Mathematical	163,851	192,073	28,222	17.22
Architecture and Engineering	109,100	126,382	17,282	15.84
Life, Physical, and Social Science	50,697	58,593	7,896	15.57
Community and Social Services	108,715	123,065	14,350	13.20
Legal	87,885	99,460	11,575	13.17
Education, Training, and Library	428,231	490,484	62,253	14.54
Arts, Entertainment, Sports, and Media	134,125	152,321	18,196	13.57
Healthcare Practitioners and Technical	450,538	533,693	83,155	18.46
Healthcare Support	227,552	277,882	50,330	22.12
Protective Service	217,104	243,854	26,750	12.32
Food Preparation and Serving Related	731,487	809,388	77,901	10.65
Building & Grounds Cleaning & Maintenance	339,442	378,046	38,604	11.37
Personal Care and Service	258,630	295,023	36,393	14.07
Sales and Related	1,025,769	1,142,694	116,925	11.40
Office and Administrative Support	1,463,593	1,621,412	157,819	10.78
Farming, Fishing, and Forestry	62,595	66,015	3,420	5.46
Construction and Extraction	331,661	406,038	74,377	22.43
Installation, Maintenance, and Repair	308,945	351,234	42,289	13.69
Production	269,462	288,701	19,239	7.14
Transportation and Material-Moving	409,801	451,276	41,475	10.12





# Florida Employment Growth Rates by Major Occupational Group

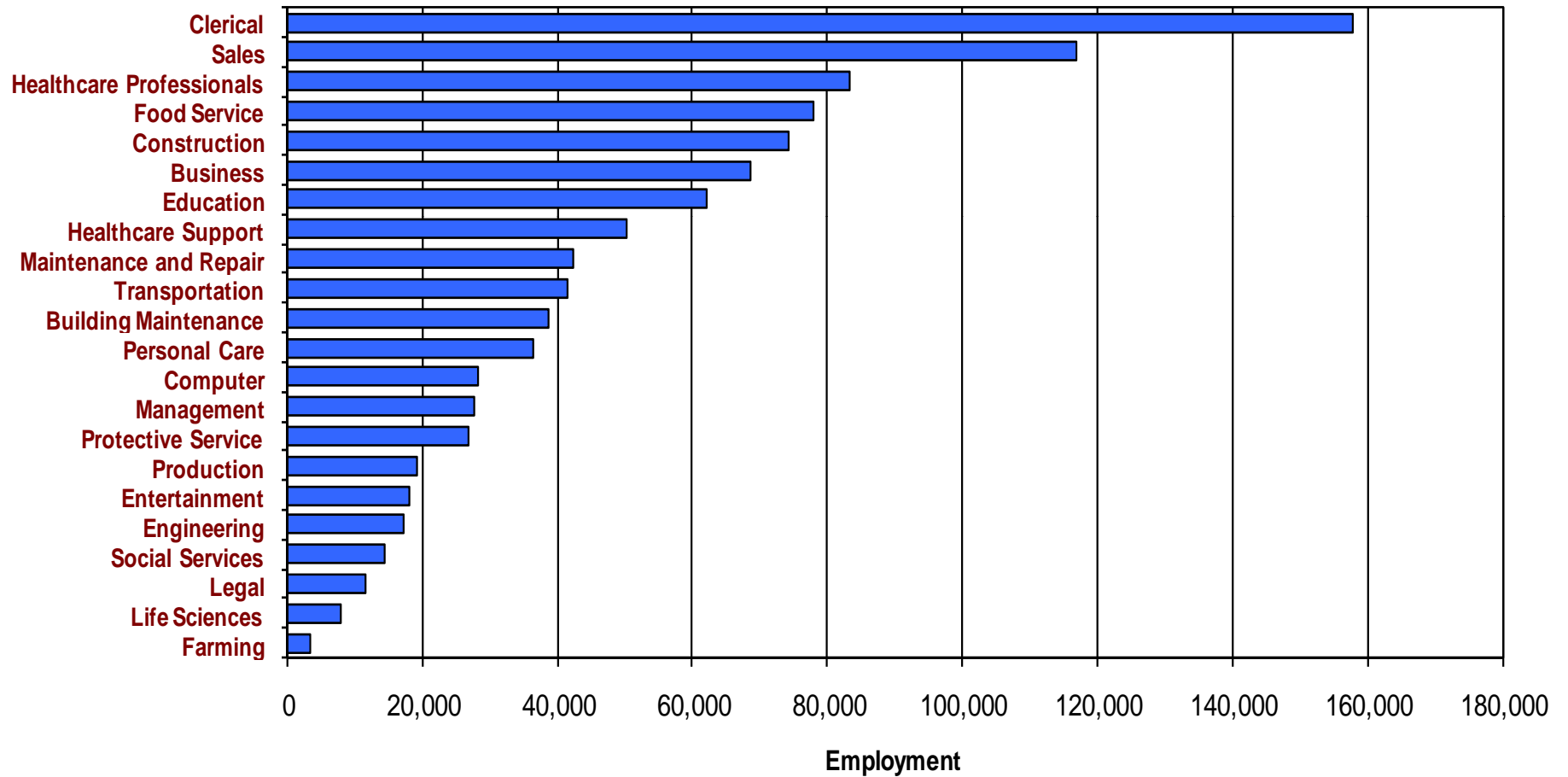
2011-2019



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center



# Florida Employment Growth by Major Occupational Group 2011-2019





# Fastest-Growing Detailed Occupations\* 2011-2019

RANK	OCCUPATIONAL TITLE	ANNUAL GROWTH		AVERAGE	EDUCATIONAL
		PERCENT	LEVEL	HOURLY WAGE	ATTAINMENT
1	Home Health Aides	5.49	1,845	10.55	PSAV Cert.
2	Network Systems and Data Communications Analysts	5.07	1,049	34.54	PSAV Cert.
3	Cost Estimators	4.47	461	27.88	CC Cert./Degree
4	Physician Assistants	4.11	166	43.03	Bachelor's
5	Personal Care Aides	4.10	606	9.55	PSAV Cert.
6	Veterinary Technologists and Technicians	4.08	249	14.50	CC Cert./Degree
7	Drywall and Ceiling Tile Installers	3.97	215	15.79	PSAV Cert.
8	Heating, Air Conditioning, and Refrigeration Mechanics	3.95	881	19.20	PSAV Cert.
9	Dental Hygienists	3.86	347	28.55	CC Cert./Degree
10	Cement Masons and Concrete Finishers	3.76	278	15.49	PSAV Cert.

\* includes occupations with a minimum of 4,000 jobs in 2011

H.S. – High School

PSAV – Postsecondary Adult Vocational Certificate

CC Cert. – Community College Certificate



# Detailed Occupations Gaining the Most New Jobs 2011-2019

RANK	OCCUPATIONAL TITLE	ANNUAL GROWTH		AVERAGE	EDUCATIONAL
		PERCENT	LEVEL	HOURLY WAGE	ATTAINMENT
1	Customer Service Representatives	2.76	4,263	14.62	PSAV Cert.
2	Retail Salespersons	1.61	4,156	14.98	High School
3	Registered Nurses	2.36	3,685	30.83	CC Cert./Degree
4	Combined Food Preparation and Serving Workers	2.15	3,429	8.87	Less Than H.S.
5	Office Clerks, General	1.80	2,658	14.38	High School
6	Landscaping and Groundskeeping Workers	2.54	2,490	11.19	Less Than H.S.
7	Stock Clerks and Order Fillers	1.55	2,487	11.24	High School
8	Cashiers	0.98	2,190	9.30	High School
9	Secretaries, Except Legal, Medical, and Executive	1.34	2,026	14.56	PSAV Cert.
10	Accountants and Auditors	2.42	1,962	31.06	Bachelor's

H.S.– High School

PSAV – Postsecondary Adult Vocational Certificate

CC Cert. – Community College Certificate



## Occupational Wages

- The 2011 average hourly wage for all occupations is \$19.69, up from \$19.27 (2.2 percent) in 2010.
- 18 of 22 major occupational groups had increases in their 2011 average hourly wage. Changes in wages ranged from -1.2 percent for personal care and service occupations to +5.3 percent for legal occupations.
- The 2011 overall average hourly wage for occupations requiring postsecondary training below a bachelor's degree was \$21.11, up from \$20.87 (1.1 percent) in 2010.
- The 2011 overall entry wage for occupations requiring postsecondary training below a bachelor's degree was \$13.88, up from \$13.72 (1.2 percent) in 2010.



# 2012-13 Florida Demand Occupations List

Florida  
Agency for Workforce Innovation  
Labor Market Statistics Center

August 29, 2011





## Indexing Wage Thresholds Using the Employment Cost Index (ECI)

- The ECI, which is produced by the U.S. Department of Labor, Bureau of Labor Statistics, is a quarterly measure of changes in labor costs.
- WEC uses an ECI that includes wages and salaries, all civilian workers for all occupational groups.
- 2<sup>nd</sup> Quarter 2011 ECI = 113.9, 2<sup>nd</sup> quarter 2010 ECI = 112.1, Annual change = 1.6 percent.
- Last year's change in ECI for the Demand List was 1.6 percent.



## 2012-13 Statewide Demand List Occupational Criteria

- Requires postsecondary adult vocational training or a community college credit certificate, applied technology diploma, associate of applied science or associate's degree using revised occupational training codes. [2011-12 Criteria: same.](#)
- Has 150 projected annual openings and a growth rate above the average growth rate for all occupations (1.62 percent) or 360 projected annual openings with any positive growth. [2011-12 Criteria: growth rate 1.80%, openings same.](#)
- Has a mean wage of at least \$13.07/hour and entry wage of \$10.62/hour to be eligible for an Individual Training Account. [2011-12 Criteria: mean wage \\$12.86, entry wage \\$10.45.](#)
- Requires a mean wage of at least \$20.48/hour and entry wage of \$13.07/hour for a High Skill/High Wage designation. [2011-12 Criteria: mean wage \\$20.16, entry wage \\$12.86.](#)





## 2012-13 Statewide Demand List

- 97 occupations meet the 2012-13 occupational criteria vs. 91 occupations meeting the 2011-12 criteria.
  
- 9 occupations were added to the 2012-13 list and 3 occupations on the 2011-12 list were dropped from the list.
  
- Primary reason for occupations being added to or dropped from the list:
  - Changes in projected growth rate for an occupation or
  - Changes made to the occupation's entry wage.