Eyes Wide Open
Northfield High School
Parent Teacher Conferences
Nov. 5, 2015
- The Present
- The Future - Trends
- Education and Skills
- What Students Should Know
- Resources
The Present Future

The Numbers – Are In Students’ Favor
Population by age and sex
Minnesota, 2015

- 90+ years
- 85 to 89 years
- 80 to 84 years
- 75 to 79 years
- 70 to 74 years
- 65 to 69 years
- 60 to 64 years
- 55 to 59 years
- 50 to 54 years
- 45 to 49 years
- 40 to 44 years
- 35 to 39 years
- 30 to 34 years
- 25 to 29 years
- 20 to 24 years
- 15 to 19 years
- 10 to 14 years
- 5 to 9 years
- Under 5 years

- Female
- Male
More 65+ than school-age by 2020

U.S. Census Bureau & Minnesota State Demographic Center
Unemployment

- Minnesota
- U.S.
- Dakota County
## Regional unemployment rates

<table>
<thead>
<tr>
<th>County</th>
<th>September 2015 Unemployment Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anoka</td>
<td>3.3%</td>
</tr>
<tr>
<td>Carver</td>
<td>2.8%</td>
</tr>
<tr>
<td>Dakota</td>
<td>3.0%</td>
</tr>
<tr>
<td>Hennepin</td>
<td>3.1%</td>
</tr>
<tr>
<td>Rice</td>
<td>3.1%</td>
</tr>
<tr>
<td>Scott</td>
<td>2.8%</td>
</tr>
<tr>
<td>Washington</td>
<td>2.9%</td>
</tr>
<tr>
<td>Northfield</td>
<td>2.7%</td>
</tr>
<tr>
<td>Minnesota</td>
<td>3.2%</td>
</tr>
</tbody>
</table>

Not Seasonally Adjusted
MN: Job openings expanding

- Vacancies
- Unemployment

[Graph showing trends in job openings and unemployment from Q4, 2001 to Q2, 2015.]
MN: Top occupations with the most openings

- Retail Salespersons
- Waiters & Waitresses
- Personal Care Aides
- Heavy & Tractor-Trailer Truck Drivers
- Combined Food Prep & Serving Workers
- Cashiers
- Registered Nurses
- Nursing Assistants
- Supervisors of Retail Sales Workers
- Maids & Housekeeping Cleaners
- Laborers & Freight, Stock, and Material Movers, Hand
- Restaurant Cooks
- Stock Clerks & Order Fillers
- Automotive Service Technicians
- Licensed Practical & Licensed Vocational Nurses
- Fast Food Cooks
- Janitors & Cleaners
- Customer Services Reps
- Landscaping & Grounds Keeping Workers
- Software Developers, Applications

Data from second quarter, 2015 – MN DEED
## Occupational Employment Statistics

<table>
<thead>
<tr>
<th>Geography</th>
<th>Employment</th>
<th>25&lt;sup&gt;th&lt;/sup&gt; Percentile Wage</th>
<th>Median Wage</th>
<th>75&lt;sup&gt;th&lt;/sup&gt; Percentile Wage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metro Area</td>
<td>1,691,650</td>
<td>$13.02</td>
<td>$20.49</td>
<td>$32.76</td>
</tr>
<tr>
<td>Minnesota</td>
<td>2,730,020</td>
<td>$12.12</td>
<td>$18.65</td>
<td>$29.27</td>
</tr>
<tr>
<td>U.S.</td>
<td>135,128,260</td>
<td>$11.25</td>
<td>$17.42</td>
<td>$28.28</td>
</tr>
</tbody>
</table>

### Top-Employing Occupational Groups – 7 County Metro Area

<table>
<thead>
<tr>
<th>Group</th>
<th>Employment</th>
<th>Median Wage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office &amp; Admin. Support</td>
<td>263,440</td>
<td>$18.25</td>
</tr>
<tr>
<td>Sales and Related</td>
<td>172,730</td>
<td>$14.93</td>
</tr>
<tr>
<td>Food Prep. &amp; Serving Related</td>
<td>133,660</td>
<td>$9.28</td>
</tr>
<tr>
<td>Business &amp; Financial Operations</td>
<td>124,780</td>
<td>$31.78</td>
</tr>
<tr>
<td>Management</td>
<td>118,720</td>
<td>$51.80</td>
</tr>
<tr>
<td>Production</td>
<td>116,450</td>
<td>$17.19</td>
</tr>
<tr>
<td>Transp. &amp; Material Moving</td>
<td>93,740</td>
<td>$16.64</td>
</tr>
<tr>
<td>Healthcare Practitioners</td>
<td>88,570</td>
<td>$34.08</td>
</tr>
</tbody>
</table>
The Future - Trends
Forecasting future job trends

- Minnesota’s economy will grow by 7%, or 204,999 new jobs, between 2012 and 2022. Average recent growth:
  - 1992-2002: 46,000 jobs/year
  - 2002-2012: 3,000 jobs/year
  - 2012-2022: 20,500 jobs/year

- Over 673,500 new workers will be needed to take jobs left vacant through retirements and replacements.

- Employment changes depend on the demand for goods and services, productivity advances, technological innovations, and shifts in business practices.
Industry projections, 2012-2022

Health Care & Social Assistance: 93,796
   Construction: 23,685
   Prof. & Technical Services: 18,905
   Admin. & Waste Services: 16,966
   Retail Trade: 10,820
   Accom. & Food Services: 10,318
   Finance & Insurance: 8,737
   Wholesale Trade: 6,101
   Educational Services: 5,148
   Other Services: 4,998
   Arts & Entertainment: 4,243
   Real Estate, Rental, & Leasing: 4,047
   Management of Companies: 2,164
   Agriculture: 637
   Mining: 518
   Trans. & Warehousing: 452
   Utilities: -1,079
   Manufacturing: -4,077
   Information: -4,126

-20,000 0 20,000 40,000 60,000 80,000 100,000
Industry change up-close

Largest-Growing Industries

• Ambulatory Health Care Services (33,205)
• Social Assistance (25,141)
• Hospitals (19,134)
• Professional & Technical Services (18,905)
• Nursing & Residential Care Facilities (16,316)
• Administration and Support Services (15,702)
• Specialty Trade Contractors (13,918)
• Food Services & Drinking Places (8,219)
• Construction of Buildings (6,808)
• Educational Services (5,148)

Declining Industries

• Computer & Electronic Product Mfg. (-5,219)
• Publishing Industries (-2,477)
• Printing & Related Support Services (-1,975)
• Food & Beverage Stores (-1,583)
• Air Transportation (-1,553)
• Paper Manufacturing (-1,377)
• Electric Goods Merchant Wholesalers (-1,189)
• Couriers & Messengers (-1,101)
• Utilities (-1,079)
• Telecommunications (-1,031)
Occupational projections, 2012-2022

- Office and Administrative Support
- Sales and Related
- Food Preparation and Serving
- Healthcare Practitioners and Technical
- Personal Care and Service
- Management
- Production
- Transportation and Material Moving
- Business and Financial Operations
- Education, Training, and Library
- Healthcare Support
- Construction and Extraction
- Installation, Maintenance, and Repair
- Building and Grounds Cleaning
- Computer and Mathematical
- Community and Social Service
- Protective Service
- Architecture and Engineering
- Arts, Entertainment, Sports, and Media
- Life, Physical, and Social Science
- Farming, Fishing, and Forestry
- Legal Occupations

- New Hires
- Replacement
- Hires
# Fastest-growing occupations

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Care Aides</td>
<td>45%</td>
</tr>
<tr>
<td>Physician Assistants</td>
<td>35%</td>
</tr>
<tr>
<td>Computer Numerically Processing Workers</td>
<td>33%</td>
</tr>
<tr>
<td>Helpers--Carpenters</td>
<td>33%</td>
</tr>
<tr>
<td>Brickmasons and Blockmasons</td>
<td>32%</td>
</tr>
<tr>
<td>Interpreters and Translators</td>
<td>31%</td>
</tr>
<tr>
<td>Diagnostic Medical Sonographers</td>
<td>31%</td>
</tr>
<tr>
<td>Cement Masons and Concrete Masons</td>
<td>31%</td>
</tr>
<tr>
<td>Plasterers and Stucco Masons</td>
<td>30%</td>
</tr>
<tr>
<td>Meeting, Convention, and Event Professionals</td>
<td>30%</td>
</tr>
<tr>
<td>Home Health Aides</td>
<td>29%</td>
</tr>
<tr>
<td>Medical Equipment Repairers</td>
<td>27%</td>
</tr>
<tr>
<td>Statisticians</td>
<td>26%</td>
</tr>
<tr>
<td>Nurse Practitioners</td>
<td>26%</td>
</tr>
<tr>
<td>Actuaries</td>
<td>26%</td>
</tr>
<tr>
<td>Biochemists and Biophysicists</td>
<td>25%</td>
</tr>
<tr>
<td>Welding, Soldering, and Brazing Workers</td>
<td>25%</td>
</tr>
<tr>
<td>Substance Abuse and Behavioral Disorder Worker</td>
<td>25%</td>
</tr>
<tr>
<td>Crane and Tower Operators</td>
<td>25%</td>
</tr>
<tr>
<td>Paving, Surfacing, and Tamping Workers</td>
<td>24%</td>
</tr>
</tbody>
</table>
## Largest-growing occupations

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Care Aides</td>
<td>22,600</td>
</tr>
<tr>
<td>Home Health Aides</td>
<td>10,130</td>
</tr>
<tr>
<td>Registered Nurses</td>
<td>9,480</td>
</tr>
<tr>
<td>Retail Salespersons</td>
<td>6,660</td>
</tr>
<tr>
<td>Combined Food Preparation and Serving Workers</td>
<td>5,470</td>
</tr>
<tr>
<td>Carpenters</td>
<td>4,490</td>
</tr>
<tr>
<td>Childcare Workers</td>
<td>4,010</td>
</tr>
<tr>
<td>Janitors and Cleaners, Except Maids and Housekeeping</td>
<td>3,780</td>
</tr>
<tr>
<td>Licensed Practical and Licensed Vocational Nurses</td>
<td>3,240</td>
</tr>
<tr>
<td>Customer Service Representatives</td>
<td>3,220</td>
</tr>
<tr>
<td>General and Operations Managers</td>
<td>2,840</td>
</tr>
<tr>
<td>Social and Human Service Assistants</td>
<td>2,830</td>
</tr>
<tr>
<td>Bookkeeping, Accounting, and Auditing Clerks</td>
<td>2,780</td>
</tr>
<tr>
<td>Nursing Assistants</td>
<td>2,740</td>
</tr>
<tr>
<td>Maids and Housekeeping Cleaners</td>
<td>2,740</td>
</tr>
<tr>
<td>Heavy and Tractor-Trailer Truck Drivers</td>
<td>2,540</td>
</tr>
<tr>
<td>Market Research Analysts and Surveyors</td>
<td>2,510</td>
</tr>
<tr>
<td>Secretaries and Administrative Assistant</td>
<td>2,460</td>
</tr>
<tr>
<td>Cooks, Restaurant</td>
<td>2,270</td>
</tr>
<tr>
<td>Computer Systems Analysts</td>
<td>2,230</td>
</tr>
</tbody>
</table>
## Occupations with projected losses

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Projected Losses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farmers, Ranchers, and Other</td>
<td>-210</td>
</tr>
<tr>
<td>Stock Clerks and Order Fillers</td>
<td>-1,930</td>
</tr>
<tr>
<td>Postal Service Mail Carriers</td>
<td>-1,580</td>
</tr>
<tr>
<td>Data Entry Keyers</td>
<td>-1,140</td>
</tr>
<tr>
<td>Cashiers</td>
<td>-1,060</td>
</tr>
<tr>
<td>Executive Secretaries and Executive Administrative</td>
<td>-820</td>
</tr>
<tr>
<td>Postal Service Mail Sorters, Processors, and…</td>
<td>-810</td>
</tr>
<tr>
<td>Industrial Truck and Tractor Operators</td>
<td>-640</td>
</tr>
<tr>
<td>Reservation and Transportation Ticket…</td>
<td>-630</td>
</tr>
<tr>
<td>Counter Attendants, Cafeteria, Food Service…</td>
<td>-610</td>
</tr>
<tr>
<td>Legal Secretaries</td>
<td>-410</td>
</tr>
<tr>
<td>Printing Press Operators</td>
<td>-400</td>
</tr>
<tr>
<td>Postal Service Clerks</td>
<td>-330</td>
</tr>
<tr>
<td>Molding, Coremaking, and Casting Equipment…</td>
<td>-320</td>
</tr>
<tr>
<td>Mail Clerks and Mail Machine Operators</td>
<td>-310</td>
</tr>
<tr>
<td>Information and Record Clerks, All Other</td>
<td>-310</td>
</tr>
<tr>
<td>Electrical and Electronic Equipment and Repair…</td>
<td>-310</td>
</tr>
<tr>
<td>Editors</td>
<td>-300</td>
</tr>
<tr>
<td>Order Clerks</td>
<td>-290</td>
</tr>
<tr>
<td>Prepress Technicians and Workers</td>
<td>-260</td>
</tr>
</tbody>
</table>
Education & Skills
Education

Postsecondary Degree Completion

- Strong education and training systems in our state help ensure that all workers are prepared for an increasingly complex working environment.
- By 2018, seventy percent of all jobs in Minnesota are expected to require postsecondary education, according to the Georgetown University Center on Education and the Workforce.
- Research also suggests that individuals with higher levels of education are better able to compete for high quality jobs and more likely to obtain jobs with better working conditions, benefits, and opportunities for advancement.
- But it is not enough to measure completion rates. Escalating tuition and fees mandate that institutions also help guide students efficiently and effectively toward timely completion, or make sure they are prepared to successfully transfer to a more advanced program of study.

MN Compass
- K-12
- Certificates
- Trades
- Two year schools
- Four year schools
- Additionally:
  - Accelerated Learning
  - Credit for Prior Learning
“Hot Training” Right Now

Dakota County Technical College

- **Railroad Conductor Technology** (Public and Private): Average Salary: $43,856; *Class Length: 7 weeks **** Currently lukewarm.
- **Welding Technology** (Manufacturing or Energy Jobs); Average Salary: $38,340
- **Electrical Lineworkers** (Utilities Jobs, Public and Private); Average Salary: $63,280
- **Civil Engineering Technology** (Public and Private); Average Salary: $55,760
- **EKG Technician**, 10 weeks, $16/hr.

Inver Hills Community College

- **IT-Related Careers** (Network Technology & Security/Cyber Security); Average Salary: $50K-$90K
- **Registered Nurse**; Average Salary: $70K
- **Business-Related Careers** (Customer Service Representatives, Office Clerks, Accountants/Auditors, Marketing, Finance, etc.) Average Salary: $30K-$90K
- **Medical Coding**, $14/hr.
The Importance of Skills

- Employers are interested in skills. Think about what you can do for them.

- How to determine your skills:
  - Create a list
    - Include job skills, self-management skills and transferrable skills
    - Use this for applications and resumes

- Resources to identify skills:
  - [www.iseek.org](http://www.iseek.org)
  - [online.onetcenter.org](http://online.onetcenter.org)
  - [www.positivelyminnesotacom](http://www.positivelyminnesotacom)

- Use skills to identify accomplishments – this will help you stand out from the competition
Hard Skills Employers Want

- Quality Assurance
- Structured query language
- Java
- Application process
- Technical support
- Customer relationship management
- Systems Development Life Cycle
- Quality control
- Bilingual
- JavaScript

Based on Job Posting Info in Metro Area From Wanted Analytics
Skills/Certifications

- Driver's License
- Certified Registered Nurse
- Basic Life Support
- Commercial Driver's License
- Certification in Cardiopulmonary Resuscitation
- Licensed Practical Nurse
- Continuing Education
- First Aid certification
- Occupational Safety & Health Administration Certification
- Food safety programs

Based on Job Posting Info in Metro Area From Wanted Analytics
Soft Skills

- Oral and written communication skills
- Detail oriented
- Marketing
- Integrity
- Microsoft Office
- Customer service oriented
- Problem solving
- Team-oriented, teamwork
- Self-starting / Self-motivated
- Work independently

Based on Job Posting Info in Metro Area From Wanted Analytics
Plus....

- **Attitude**
  - Be POSITIVE and show them you WANT to work
  - Be willing to work and learn as you go

- **Dependability**
  - Be on time and show you will be at work when scheduled

- **Likeability**
  - Honest, friendly, and a team player
Preparation and Hints
Plan for the Future

- In today’s world it is common for people to have seven or more different careers in their lifetime!
- Career-wise. Are you doing what you thought you’d be doing?
Advice from a Pro for Parents

1) Get your kids involved! Have them work, volunteer, or otherwise gain some experience. Take advantage of the opportunities inside and outside of your high school. Pursue active and leadership roles in clubs and organizations. Learning to work on and lead teams is essential to nearly every organization.

2) Remember that everyone must follow his or her own path in life. Don't spend too much time worrying if they leave high school with no clear career path. Part of growing up is discovering who you are and what you want to do in life.

3) People change: don't feel locked into any college or career now. It's great to have an ideal plan for your life, but remember that things happen, and your plans may need to change... so keep an open mind -- and keep your options open.

4) It's never too early nor too late to get organized and begin making plans. No matter where you are in high school, now is the time to plan the remainder of your high-school years -- as well as your plans after high school. Research your options for after graduation -- technical schools, community colleges, four-year universities, etc.

Patrick Riordan, Human Resource Business Partner, MOM Brands
Advice from a Pro for Students

- Pursue roles or companies that are interesting to you or that you feel would be a good fit.
- Prepare for the interview; Do your research on the company ahead of time. The more you know, the more impressive it is for the interviewer. Have a list of experiences that were impactful in your life. Be prepared to share times when you were successful or unsuccessful and what you learned from it.
- Tell the truth; don’t say what you think the interviewer wants to hear. Share the experience, what steps you took to resolve it, how it worked out in the end and what you learned from it.
- Be yourself.
- If you don’t get selected, don’t get down. Chances are it might not be the right position, right time, or right company. There is still the right role out there for you somewhere.

Patrick Riordan, Human Resource Business Partner, MOM Brands
Explore Your Options

- Don’t Sell Yourself Short
- Consider Several Options
  - Career Pathways
  - Be prepared to work your way up the ladder
  - Consider other areas within an industry
  - Consider internships or volunteering
Have a Plan

- But remember plans can change!
- Keep your options open
  - You may not realize it, but there is always a lesson to be learned and an opportunity to be had!
How to Beat the Competition

- Look at company websites for job leads and information to help during an interview
- Network with family and friends
- Set goals for your job search and achieve them
- Assessments – what do you want to do?
- Clean up your digital ‘DIRT’ – what does your Facebook or MySpace page say about you?

*Remember* in the professional world communication includes face-to-face, telephone, and written communication outside of IM & TEXT.
Social Media

- **JOBVITE 2013 Social Recruiting Survey Results**
  - Across industries, there is near-universal adoption of social recruiting – 94% of recruiters use or plan to use social media in their recruitment efforts;
  - 78% of recruiters have made a hire through social media;
  - LinkedIn, Facebook and Twitter are still the recruiters’ social networks of choice (LinkedIn dominates);
  - The highest-rated candidates are sourced through referrals, social networks and corporate career sites.

Resources
Resources - Where to Start?

- State Job bank – www.minnesotaworks.net
- Company Specific Websites
  - Google or Bing the company name to locate their web addresses
  - Lists available jobs and most have online applications
- Job Aggregators
  - www.indeed.com and www.simplyhired.com are two examples
- Social Networking Sites
- Associations –
  - http://www.co.dakota.mn.us/HealthFamily/FindJob/JobSearchResources/Pages/trade-association-resources.aspx
- Graduate Employment Outcomes –
  - mn.gov/deed/geo
- Career Profile Tool – mn.gov/deed/careers
Resources - Finding Jobs

- WorkForce Centers
  - Business of the Day
  - Workshops
- Community groups
- Colleges
- High Schools

- Professional Associations
- Referrals
- Networking
- Social Media
- Employment Agencies
Resources

Training
- www.iseek.org
- www.mnscu.edu/
- www.mnprivatecolleges.org/
# Health professions and related programs

<table>
<thead>
<tr>
<th>Certificate</th>
<th>Associate Degree</th>
<th>Bachelor’s</th>
<th>Graduate Degree</th>
</tr>
</thead>
</table>

## Median Earnings

<table>
<thead>
<tr>
<th>Percent Employed Full-time and Year-round</th>
<th>Median Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>$10,000</td>
</tr>
<tr>
<td>10%</td>
<td>$20,000</td>
</tr>
<tr>
<td>20%</td>
<td>$30,000</td>
</tr>
<tr>
<td>30%</td>
<td>$40,000</td>
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<tr>
<td>40%</td>
<td>$50,000</td>
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<tr>
<td>50%</td>
<td>$60,000</td>
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<td>60%</td>
<td>$70,000</td>
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<td>$80,000</td>
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<tr>
<td>80%</td>
<td>$90,000</td>
</tr>
<tr>
<td>90%</td>
<td>$100,000</td>
</tr>
<tr>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

- **Year 1**: $34,583, 33%
- **Year 2**: $36,799, 38%
- **Year 3**: $49,152, 43%
- **Year 4**: $50,775, 47%
- **Year 2**: $64,057, 41%
- **Year 3**: $64,920, 44%
- **Year 4**: $66,978, 47%
- **Year 2**: $77,507, 55%
- **Year 3**: $81,436, 59%
- **Year 4**: $85,663, 56%
Thanks!

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