

2020 Jobs Outlook

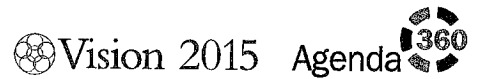
A regional indicators report



"As one of the region's largest employers, much of our success depends on our ability to attract, retain and develop talent. The Jobs Outlook report gives our community the data we need to prepare our local talent pool for in-demand jobs."

—John Prout, President and CEO, TriHealth, Inc.

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Using the Bureau of Labor Statistics data, the Center for Economic Analysis and Development at Northern Kentucky University and the Institute for Policy Research at the University of Cincinnati prepared and analyzed all data in this report.

Key observations and opportunities

1) The Cincinnati region is projected to grow, and remain one of the largest economies of our competitor regions.

Our economy is projected to add a minimum of 106,115 net new jobs by 2020. Combining those net new jobs with 232,517 replacement jobs, the Cincinnati region is projected to have 338,632 job openings over the decade. By 2020, our region will have total employment of 1,069,405 jobs — ranking us fifth among our peer regions.*

Opportunity: *These growth projections are based on historical trends. Aggressive new strategies in economic development should accelerate this growth trajectory, making these projections conservative. By the end of May 2012, we had already added 13,700 new jobs in our region and if we continue at this same pace, 2012 will exceed these projections.*

*Source: Agenda 360 and Vision 2015 (www.regional-indicators.org).

2) Occupations related to healthcare, education, business, finance, and technology are the fastest growing and best paying.

Healthcare practitioners; education related occupations; business and financial occupations; and computer and mathematical occupations are the only major occupation groups that are projected to be fast growing (more than 2% a year), well-paying (median wage above \$33,130), and to have a significant number of jobs in 2020 (more than 30,000). These four occupational groups represent one in every five jobs in our economy.

Production occupations are projected to grow by 2.9% and will represent our region's sixth-largest occupation group with over 70,000 jobs that pay near the median wage.

Construction and Installation, Maintenance, & Repair occupations pay above the median wage and are projected to grow, to roughly 31,000 and 37,500 jobs, respectively.

Opportunity: *Education and training programs can now target growing occupation groups that offer strong wages and a significant number of jobs.*

3) Education or training beyond high school is required for well-paying jobs.

Among jobs paying \$33,130 or more, 95% will require some combination of post-secondary education, on-the-job training, and/or work experience beyond one year. 31% of these higher-paying jobs will require a Bachelor's degree or higher.

Opportunity: *Our community can develop clear pathways for current workers to advance their skills through retraining tied to in-demand occupations and we can guide students to obtain at least one year of education or occupational training beyond high school that results in an industry-recognized credential. Colleges and universities can build on those credentials and tie curriculum more closely to career opportunities.*

“The Regional Indicators Jobs Outlook database will allow us to guide students to careers in growing industries, make our curriculum more responsive to where our economy is headed, and strengthen our partnerships with area companies.”

— Father Michael Graham, President, Xavier University

“Working with our higher education partners and regional employers to leverage the incredible data that are emerging from this work will be a priority for us. We’ve had great success in improving our graduation rates over the past several years in part because of our wonderful corporate and postsecondary partners. These data will further inform the programming and curriculum we provide throughout the district so as to better prepare our students for in demand jobs.”

— Mary Ronan, Superintendent, Cincinnati Public Schools

About this report

Our community has a long history of using data to drive action.

We produced this report because we know that skilled talent drives regional economic prosperity. Yet our region has consistently ranked in the bottom third on educational attainment rates, when compared to the peer regions in our Regional Indicators Report.*

Our intent with this project is to forecast our region's job outlook: where the jobs will be in 2020 and what education and training will be in highest demand. The data presented here is not destiny. But it is a valuable directional guide for targeting our job creation and workforce preparation efforts to accelerate growth in our regional economy.

Using these data, we can prepare our workforce for in-demand jobs and reach our community's Bold Goals to have 45% of adults in our region hold an Associate's degree or higher and 90% of the labor force gainfully employed by 2020.+

Armed with new insights, we will identify opportunities to build career pathways for current workers and the students in our local talent pipeline. We will engage our educational institutions to align academic programs, curriculum, and credentials to better respond to labor market needs. Finally, we will help jobseekers and students understand the education and training required for jobs with high growth potential and good wages.

This report offers us a new opportunity to work together, aligning employers, educational institutions, and community organizations in preparing our workforce for the jobs of the future. We invite you to join us in this effort.

Greg Landsman, The Strive Partnership
Bill Scheyer, Vision 2015

Ross Meyer, Partners for a Competitive Workforce
Mary Stagaman, Agenda 360

What is our job outlook?

Total employment in the Cincinnati region by 2020 is projected to be larger than seven of our peer regions.*

Nationally, non-farm payroll employment is projected to increase by 1.4% annually and add 18.2 million jobs over the decade. In the Cincinnati region, non-farm payroll employment is projected to increase by 1.1% annually and add 106,115 net new jobs by 2020. Combined with 232,517 replacement jobs, the Cincinnati region is projected to have 338,632 job openings over the decade making a total employment of 1,069,405 jobs.

Total Jobs by Region, 2020

Minneapolis, MN	1,899,320
Denver, CO	1,429,438
St. Louis, MO	1,393,458
Pittsburgh, PA	1,284,619
Cincinnati, OH	1,069,405
Cleveland, OH	1,026,806
Columbus, OH	1,022,563
Austin, TX	1,020,559
Charlotte, NC	1,016,287
Indianapolis, IN	1,005,855
Louisville, KY	697,656
Raleigh, NC	654,431

“Greater Cincinnati will have over 300,000 job openings in the next decade. We must retrain the current workforce to effectively compete for in-demand jobs of the future. The Jobs Outlook allows our career counselors to see growth projections clearly tied to the education and training requirements needed to succeed.”

— Barbara Stewart, Director, Northern Kentucky Workforce Investment Area

*Source: Agenda 360 and Vision 2015 (www.regional-indicators.org).

+For more information on the Bold Goals, go to United Way of Greater Cincinnati (www.uwgc.org).

Where are the jobs going to be?

In the Greater Cincinnati/Northern Kentucky region, occupations related to health care; community and social services; and computer and mathematical science are expected to grow most rapidly; however, office and administrative and sales occupations are projected to have the largest number of jobs in 2020.

Several sectors are projected to lose jobs, including protective services; life, physical and social sciences; management; architecture and engineering; and farming, fishing and forestry.

Ten occupational groups are not projected to regain 2005 pre-recession employment levels by 2020, including production; construction and extraction; transportation and material moving; management; and architecture and engineering.

Occupational Group, Ranked by Number of Jobs in 2020	Annual Median Wage, 2010	10-Year Growth Rate	Total Jobs, 2020
ALL OCCUPATIONS	\$33,130	11.0%	1,069,405
Office & Administrative	\$30,820	12.8%	195,906
Sales & Related	\$25,710	17.2%	120,725
Food Preparation & Serving	\$18,290	3.1%	94,163
Healthcare Practitioners & Technical	\$57,130	29.5%	76,646
Transportation & Material Moving	\$26,840	3.3%	74,355
Production	\$32,930	2.9%	72,537
Education, Training & Library	\$42,780	13.1%	62,947
Business & Financial	\$56,710	5.0%	50,672
Healthcare & Support	\$25,320	54.5%	49,811
Installation, Maintenance & Repair	\$40,150	5.0%	37,520
Management	\$92,960	-9.1%	36,705
Computer & Mathematical Science	\$68,010	26.5%	33,378
Construction & Extraction	\$40,990	2.2%	31,590
Building, Grounds, Cleaning & Maintenance	\$22,840	6.9%	30,395
Personal Care & Service	\$20,350	6.8%	24,628
Protective Service	\$34,150	-3.7%	19,211
Community & Social Services	\$37,630	36.7%	16,866
Architecture & Engineering	\$68,160	-9.6%	14,419
Arts, Design, Entertainment, & Sports Media	\$37,360	11.7%	12,665
Legal	\$67,260	25.8%	7,888
Life, Physical, & Social Science	\$53,670	-4.5%	5,816
Farming, Fishing, Forestry	\$22,090	-14.8%	563

Where can I get more detail?

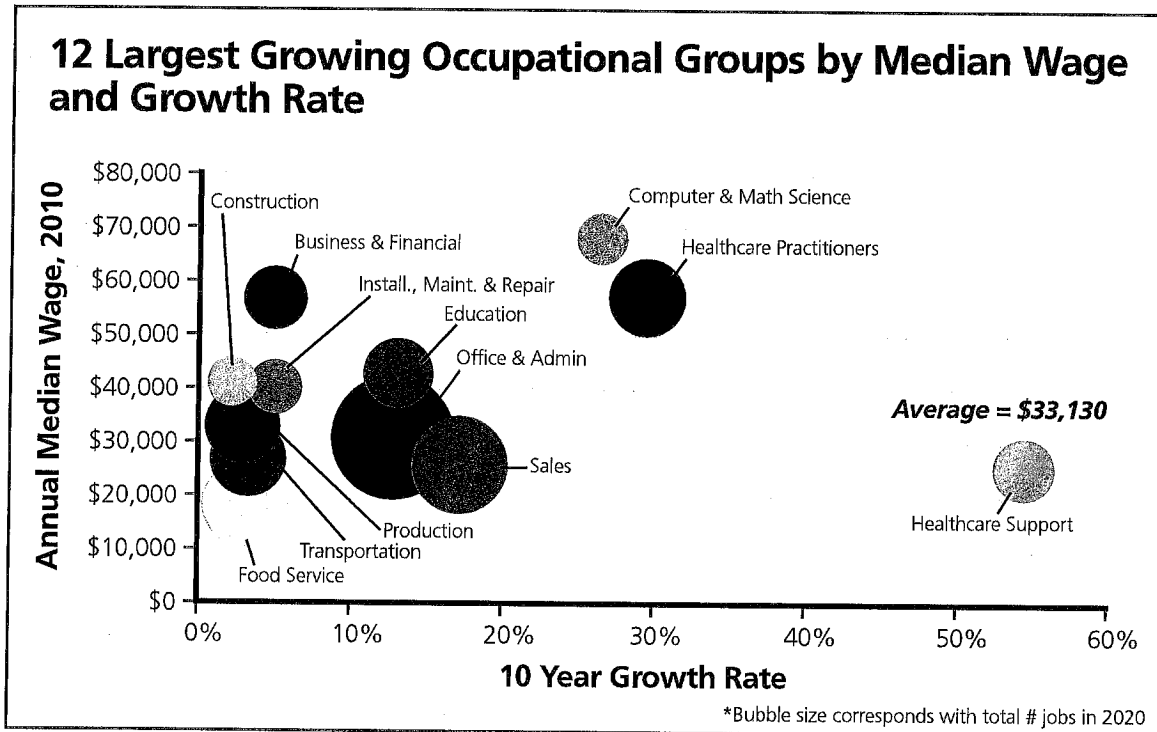
Our desire to provide actionable information used by business and organization leaders across the region is enhanced by the powerful database from which this report was created. Practitioners and daily users of occupational data can now search a robust database with over 800 occupations. Understanding the projected growth, replacement needs, annual median wage, and training and education requirements for specific jobs will allow our region to promote programs that address the realities of the job market and provide a skilled workforce that drives economic growth. Access to the database can be obtained by contacting one of the sponsoring or research partners.

If you would like more information on the data source and methodology used in this report, as well as access to additional data tables, please visit www.regional-indicators.org.

What will be the highest paying jobs?

Of the highest paid occupational groups, healthcare practitioners; computer and mathematical science; and business and financial occupations are growing and offer a significant number of jobs.

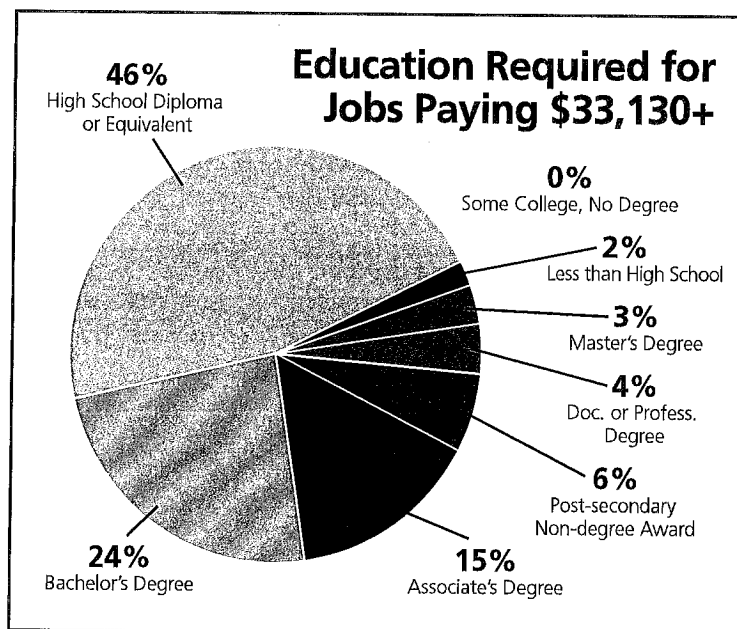
However, some of the largest occupational groups, such as office and administrative; sales; and food service, pay below the median wage.



What preparation will be required for higher-paying jobs?

By 2020, 50% of all job openings will require some combination of post-secondary credentials, on-the-job training and work experience beyond one year. However, 95% of all higher-paying jobs (pay more than a median wage of \$33,130) will require that preparation.

For 52% of higher-paying jobs, training and experience won't be enough — these jobs will require a post-secondary credential, ranging from post-secondary non-degree awards to doctoral or professional degrees. Persisting in college to earn a degree is critical. Time spent in college that does not result in a degree or credential will be insufficient when trying to attain a job paying more than the median wage.



Top 50 Occupations with an Annual Median Wage of \$35,000+

Occupation Ranked by Number of Jobs in 2020	Total Jobs 2020	Replacements 2010-2020	Net New Jobs 2010-2020	Total Openings 2010-2020	Annual Median Wage	Education Needed	Work Experience	On-the-Job Training
Registered Nurses	33,960	4,210	10,700	14,910	\$61,170	A	0	0
Sales Reps., Wholesale & Manufacturing, Except Technical & Scientific Products	11,929	2,932	-531	2,401	\$54,590	HS	0	Moderate
First-Line Supervisors/Managers Of Office And Administrative Support Workers	11,926	2,688	1,876	4,564	\$46,080	HS	1-5 yrs	0
Truck Drivers, Heavy & Tractor-Trailer	10,797	1,954	977	2,930	\$37,210	HS	1-5 yrs	Short
Licensed Practical & Licensed Vocational Nurses	7,951	1,606	1,931	3,537	\$41,620	PSA	0	0
Elementary School Teachers, Except Special Education	7,889	1,791	-261	1,530	\$53,890	B	0	Intern
Executive Secretaries & Executive Administrative Assistants	7,621	1,104	-609	495	\$40,010	HS	1-5 yrs	0
Accountants & Auditors	7,311	1,641	-329	1,313	\$58,790	B	0	0
Sales Reps., Services, All Other	6,732	1,424	1,882	3,306	\$47,090	HS	0	Short
Secondary School Teachers, Except Special & Career/Technical Education	6,674	2,100	-1,006	1,094	\$56,240	B	0	Intern
General & Operations Managers	6,379	1,402	-1,161	241	\$98,000	A	1-5 yrs	0
Sales Reps., Wholesale & Manufacturing, Technical & Scientific Products	6,193	1,069	1,653	2,722	\$77,880	B	0	Moderate
Business Operations Specialists, All Other	5,139	1,076	-471	605	\$59,050	HS	<1 yr	Long
Financial Managers	5,049	718	1,129	1,847	\$101,340	B	>5 yrs	0
Carpenters	4,917	888	727	1,615	\$37,640	HS	0	App
Lawyers	4,892	715	1,132	1,846	\$93,260	P	0	0
First-Line Supervisors/Managers Of Production & Operating Workers	4,436	628	-364	264	\$55,990	PSA	1-5 yrs	0
Insurance Claims & Policy Processing Clerks	4,414	1,029	984	2,013	\$35,560	HS	0	Moderate
Electricians	4,365	1,140	135	1,275	\$49,550	HS	0	App
Industrial Machinery Mechanics	4,347	590	1,277	1,867	\$46,090	HS	0	Long
Automotive Service Technicians & Mechanics	4,297	971	537	1,508	\$36,640	HS	0	Long
Management Analysts	4,290	686	80	766	\$71,470	B	1-5 yrs	0
Insurance Sales Agents	4,214	680	1,244	1,924	\$40,540	HS	0	Moderate
Securities, Commodities, & Financial Services Sales Agents	4,205	859	1,095	1,953	\$48,120	B	0	Moderate
Machinists	4,070	826	-430	396	\$38,600	HS	0	Long
Sales Managers	3,832	847	922	1,770	\$99,870	B	1-5 yrs	0
Computer & Information Systems Managers	3,563	394	983	1,377	\$106,760	B	>5 yrs	0
Operating Engineers & Other Construction Equipment Operators	3,315	535	1,005	1,540	\$43,380	HS	0	Moderate
Police & Sheriff's Patrol Officers	3,263	1,046	-437	609	\$55,380	HS	0	Moderate
Loan Officers	3,194	610	814	1,424	\$48,810	HS	0	Moderate
Pharmacists	3,181	577	911	1,489	\$109,340	P	0	0
Middle School Teachers, Except Special & Career/Technical Education	3,120	708	-100	608	\$49,540	B	0	Intern
Heating, Air Conditioning, & Refrigeration Mechanics & Installers	2,982	343	1,042	1,384	\$47,480	PSA	0	Long
Firefighters	2,942	884	-378	506	\$35,440	PSA	0	Long
Production, Planning, & Expediting Clerks	2,779	631	369	1,001	\$37,730	HS	0	Moderate
First-Line Supervisors/Managers Of Mechanics, Installers, & Repairers	2,702	774	-238	536	\$57,820	HS	1-5 yrs	0
Plumbers, Pipefitters, & Steamfitters	2,619	716	139	855	\$49,060	HS	0	App
Financial Analysts	2,603	386	783	1,168	\$75,170	B	0	0
Loan Interviewers & Clerks	2,595	482	375	857	\$36,030	HS	0	Short
Managers, All Other	2,548	609	-192	416	\$104,800	HS	1-5 yrs	0
First-Line Supervisors/Managers Of Non-Retail Sales Workers	2,532	614	92	706	\$68,830	HS	>5 yrs	0
Correctional Officers & Jailers	2,529	342	509	851	\$35,940	HS	0	Moderate
First-Line Supervisors/Managers Of Construction Trades Workers	2,515	560	85	645	\$54,470	HS	>5 yrs	0
Administrative Services Managers	2,475	455	635	1,090	\$93,610	HS	1-5 yrs	0
Personal Financial Advisors	2,464	186	844	1,030	\$64,930	B	0	0
Claims Adjusters, Examiners, & Investigators	2,335	521	295	817	\$56,930	HS	0	Long
Educational, Guidance, School, & Vocational Counselors	2,224	343	624	967	\$60,130	M	0	0
Construction Managers	2,186	103	586	689	\$83,310	A	>5 yrs	0
Physical Therapists	2,127	166	707	873	\$72,480	P	0	0
Postal Service Mail Carriers	2,110	1,037	-210	827	\$54,470	HS	0	Short

****Due to changes in the Bureau of Labor Statistics Occupational Codes, some detailed occupations which are classified under the Healthcare Practitioners and Technical Occupations major group could not be accurately projected and as a result, are not represented in this list. However, Healthcare Practitioners and Technical Occupations as an entire group are projected to be a significant part of the Cincinnati MSA workforce in 2020.

Replacements and Net New Jobs may not equal Total Openings due to rounding.

EDUCATION KEY

HS = less than high school
 LHS = high school diploma/equivalent
 PSA = postsecondary non-degree award
 A = Associate's degree
 B = Bachelor's degree
 P = Professional degree

ON THE JOB TRAINING KEY

0 = none
 Short = less than 1 month
 Moderate = 1-12 months
 Long = more than 1 year
 App = apprenticeship
 Intern = internship

“One of our greatest challenges is finding ways to ensure that all segments of the population have opportunities to contribute to, and benefit from, the productivity of our region. The Jobs Outlook report provides the detailed information the Urban League needs to customize our job training, youth development, and economic empowerment programs.”

—Donna Jones Baker, President, Urban League of Greater Cincinnati