

OCCUPATIONAL
OUTLOOK & IOWA
WORKFORCE
DEVELOPMENT SERVICES
CAREER DEVELOPMENT IN THE
21ST CENTURY 4.0

Donna Burkett and Gloria Cano



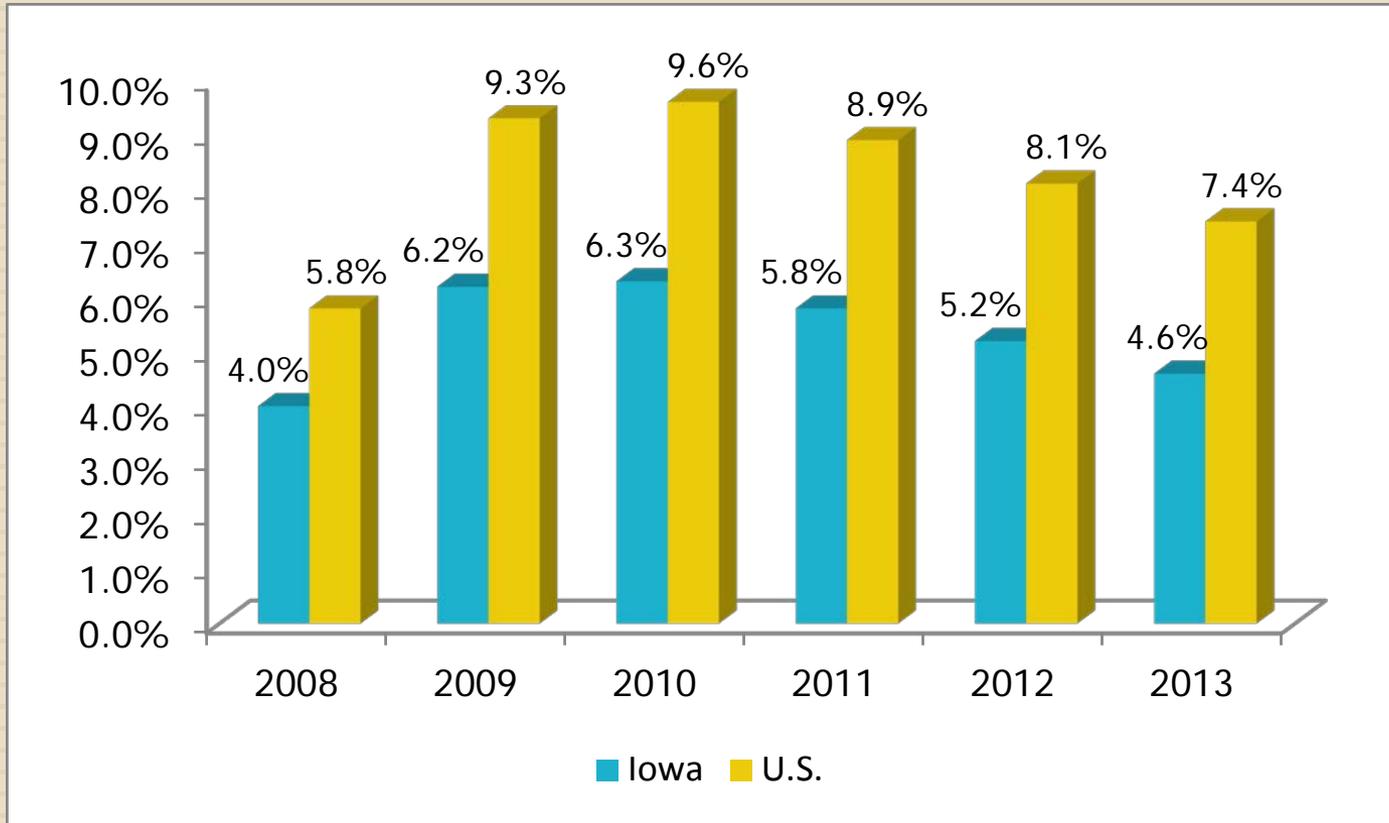
Labor Market Trends

**Status of the Statewide and Local
Labor Markets**

Status of the Iowa Economy

- June 2014 marks the fifth year for the economic recovery.
- Iowa's unemployment rate dropped from a post-recession high of 6.3 percent in 2010 to 4.6 percent in 2013.
- The turnaround in housing has helped construction, finance, manufacturing and retail and wholesale trade.
- Government cuts are no longer subtracting from the state's job growth.

Iowa and U.S. Unemployment Rates 2008 - 2013



Source: Communications and Labor Market Information Division, Iowa Workforce Development.

State of Iowa

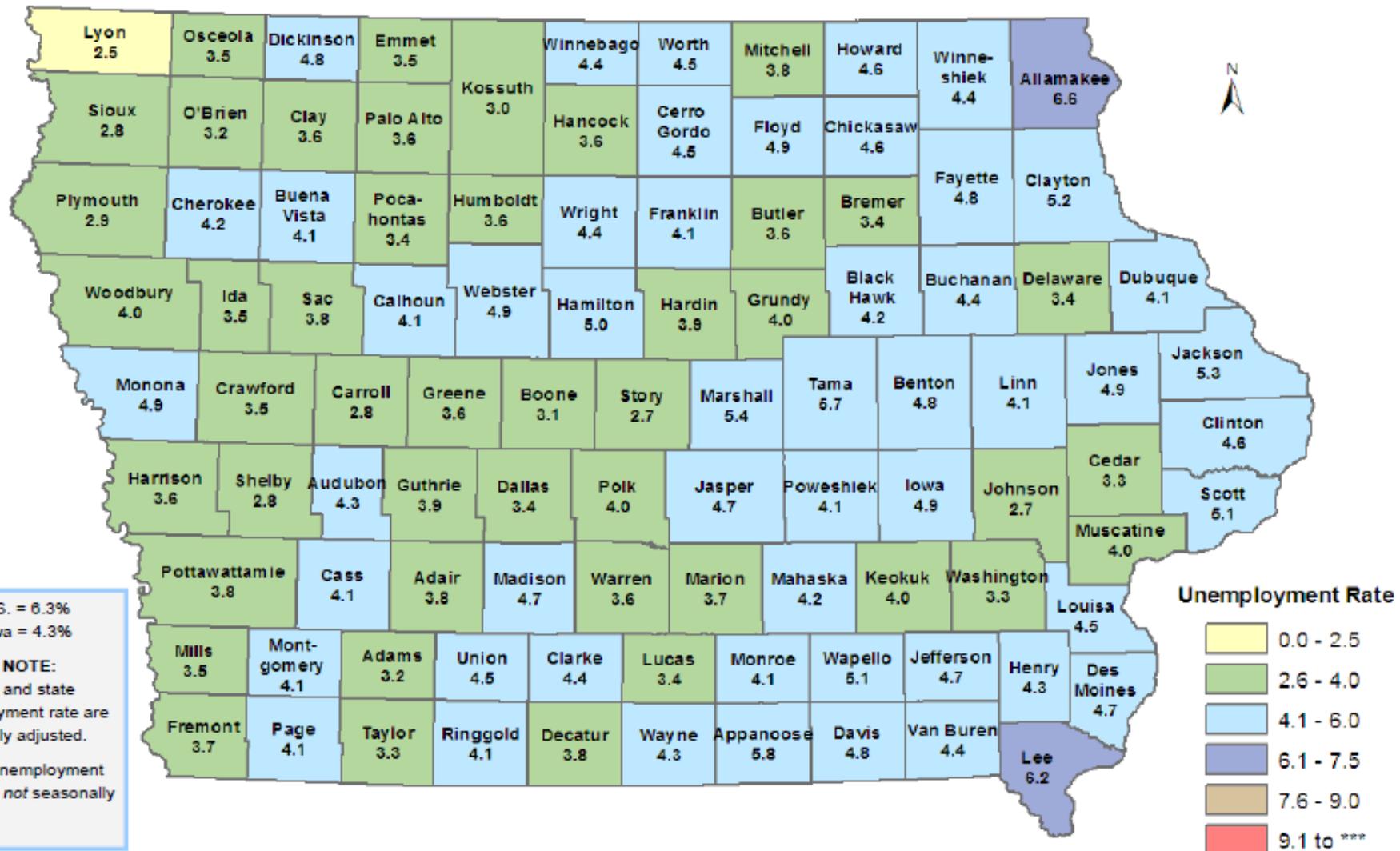
Nonfarm Employment 2012-2013

	2012 Employment	2013 Employment	Change 2012-2013
Total Nonfarm Employment	1,509,000	1,530,200	21,200
Goods Producing	277,400	284,100	6,700
Natural Resources	2,200	2,200	0
Construction	64,600	67,400	2,800
Manufacturing	210,600	214,500	3,900
Service Providing	1,231,500	1,246,100	14,600
Trade and Transportation	307,100	311,400	4,300
Wholesale Trade	68,700	69,300	600
Retail Trade	175,600	178,100	2,500
Transportation, Warehousing and Utilities	62,900	64,000	1,100
Information	26,900	26,100	-800
Financial Activities	101,700	103,400	1,700
Professional and Business Services	129,900	131,900	2,000
Education and Health Services	220,100	223,200	3,100
Leisure and Hospitality	134,300	136,700	2,400
Other Services	57,700	58,000	300
Government	253,800	255,400	1,600
Federal Government	17,600	17,400	-200
State Government	65,700	66,600	900
Local Government	170,400	171,400	1,000

Source: Communications and Labor Market Information Division, Iowa Workforce Development.

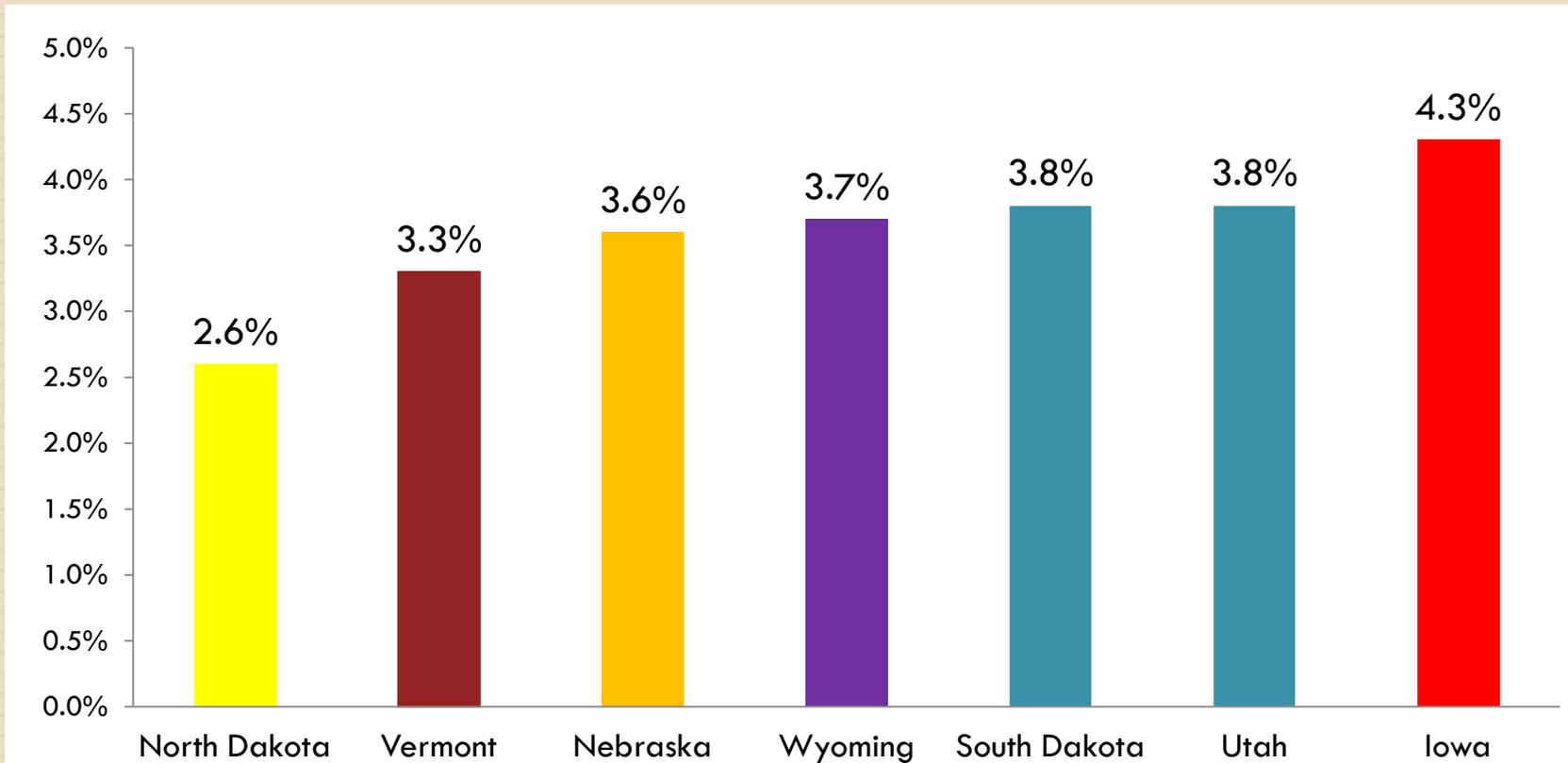
Iowa Unemployment Rates by County

April 2014



Source: Labor Force and Occupational Analysis Bureau, Iowa Workforce Development

Iowa's Unemployment Rate Was Sixth-Lowest in the Nation in April 2014





Statewide

Job Outlook

Statewide 2012-2022 Fast-Growing Industries

	2012	2022		
Industry Description	Estimated Employment	Projected Employment	Total Growth	Percent Change
Total All Industries (Nonag)	1,653,395	1,852,415	199,020	12.0%
Management of Companies and Enterprises	16,060	22,280	6,220	38.7%
Support Activities for Agriculture	4,155	5,490	1,335	32.1%
Ambulatory Health Care Services	52,545	68,410	15,865	30.2%
Warehousing and Storage	11,450	14,860	3,410	29.8%
Support Activities for Transportation	2,975	3,810	835	28.1%
Construction of Buildings	14,090	17,980	3,890	27.6%
Other Information Services	290	370	80	27.6%
Social Assistance	30,805	39,120	8,315	27.0%
Wood Product Manufacturing	7,900	9,945	2,045	25.9%
Couriers and Messengers	4,675	5,830	1,155	24.7%
Specialty Trade Contractors	40,815	50,875	10,060	24.6%
Lessors of Nonfinancial Intangible Assets	105	130	25	23.8%

Source: Labor Market and Workforce Information Division, Iowa Workforce Development.

Statewide 2012-2022 Top Growth Industries

	2012	2022		
	Estimated	Projected	Percent	Total
Industry Description	Employment	Employment	Change	Growth
Total All Industries (Nonag)	1,653,395	1,852,415	12.0%	199,020
Ambulatory Health Care Services	52,545	68,410	30.2%	15,865
Educational Services	171,590	186,985	9.0%	15,395
Administrative and Support Services	65,695	78,500	19.5%	12,805
Nursing and Residential Care Facilities	55,505	66,095	19.1%	10,590
Specialty Trade Contractors	40,815	50,875	24.6%	10,060
Food Services and Drinking Places	96,365	106,085	10.1%	9,720
Professional, Scientific, and Technical Services	44,625	53,860	20.7%	9,235
Self Employed and Unpaid Family Workers	142,165	150,940	6.2%	8,775
Social Assistance	30,805	39,120	27.0%	8,315
Insurance Carriers and Related Activities	40,360	48,155	19.3%	7,795
Credit Intermediation and Related Activities	43,480	51,195	17.7%	7,715
Hospitals	64,220	71,105	10.7%	6,885

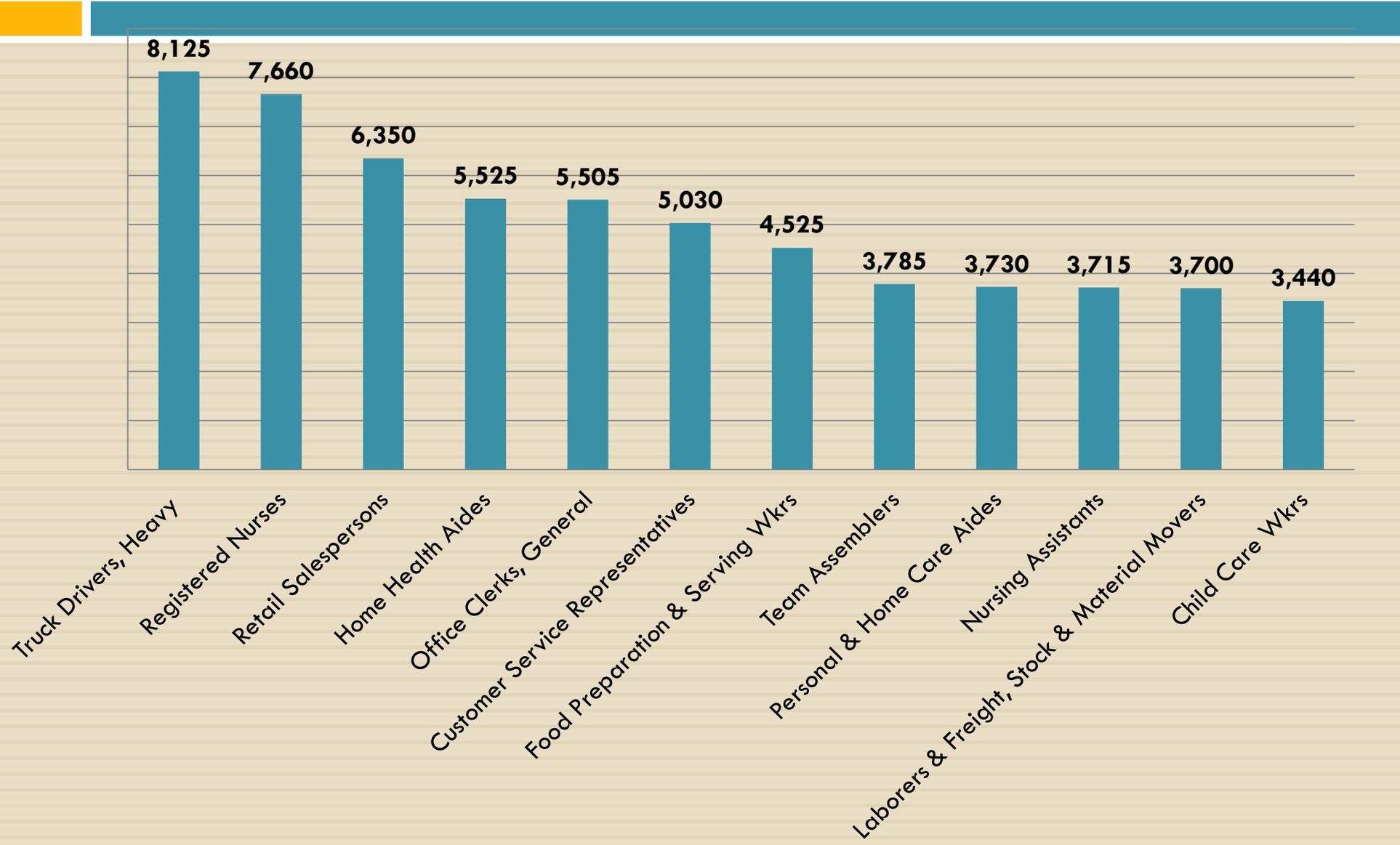
Source: Iowa Workforce Development

Statewide

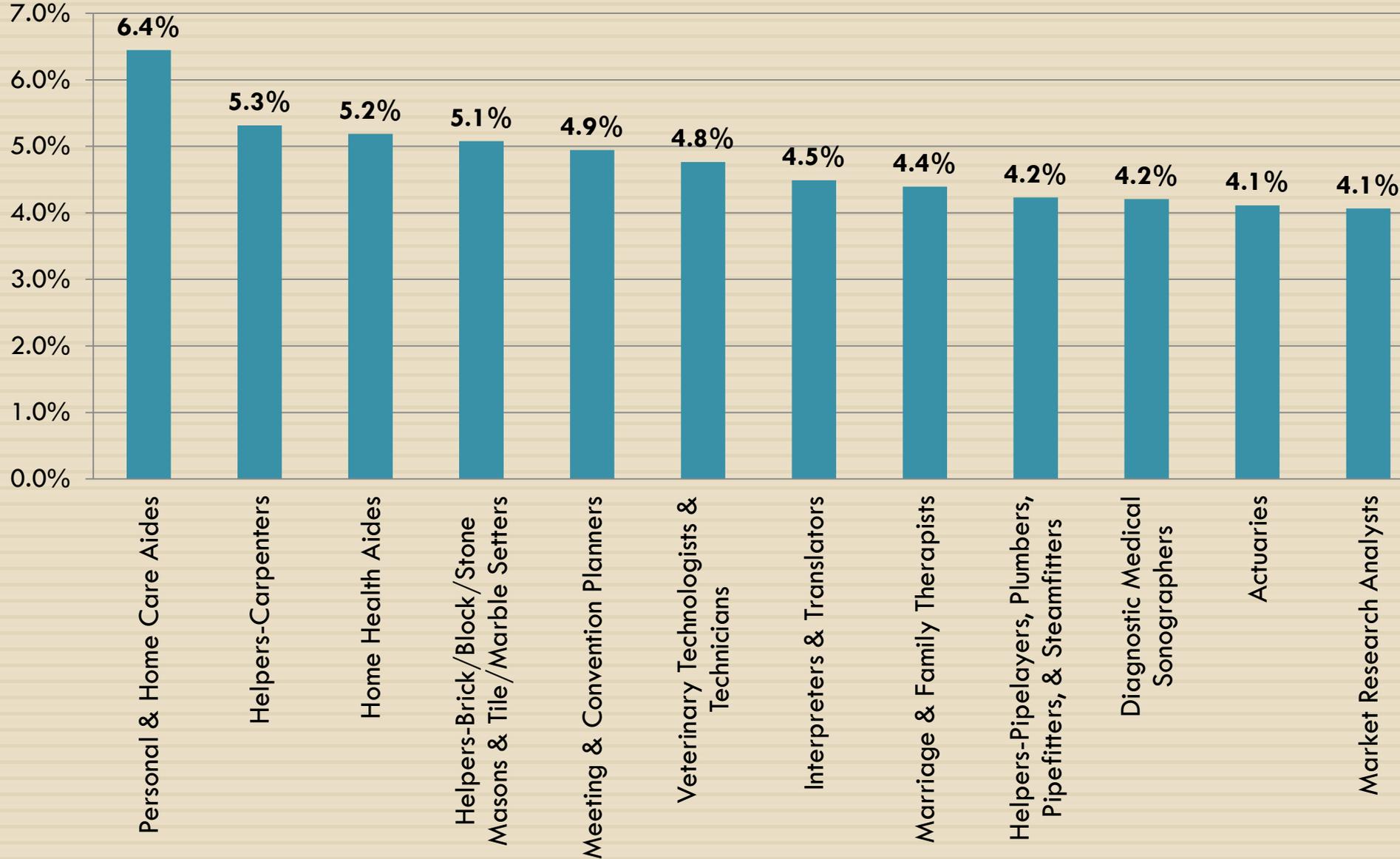
Occupational Outlook 2010-2020

- Iowa is expected to have an increase of 13% in occupational employment from 2010-2020.
- 231,680 jobs will be added over the ten-year period.
- 64,525 annual openings will be generated over the projection period.
- 63 percent of the annual job openings will be due to replacement needs.

Iowa's Occupations with the Largest Job Growth, 2010-2020



Iowa's Fast-Growing Occupations, 2010-2020



Employer Expectations

Workforce Trends and Skill Requirements

Future Workforce Trends

- Shifting Demographic Patterns
 - ▣ Greater diversity
 - ▣ Millennials to take the place of retiring Baby Boomers
- Technological Change Set to Accelerate
 - ▣ Smart machines to take over routine manufacturing and service jobs
- Globalization Will be More Extensive
 - ▣ U.S. and Europe will no longer hold a monopoly on job creation, innovation and political power

Skill Requirements

The Importance of the Four C's

- ❑ Critical Thinking and Problem Solving
- ❑ Communication
- ❑ Collaboration
- ❑ Creativity and Innovation



Desired Employability Skills

- Communications Skills (listening, verbal and written)
- Analytical/Research Skills
- Computer/Technical Literacy
- Flexibility/Adaptability/Multi-Tasking
- Interpersonal Abilities
- Leadership/Management Skills
- Multicultural Sensitivity/Awareness
- Planning/Organizing
- Problem Solving/Reasoning/Creativity
- Teamwork

Desired Personal Values

- Honesty/Integrity
- Adaptability/Flexibility
- Dedication/Work Ethic
- Dependability/Reliability/Responsibility
- Positive Attitude/Motivation/Energy
- Professionalism
- Self-Confidence
- Self-Motivated
- Willingness to Learn

Résumé Tips

- Use Skills That Match the Jobs You Want
- Use Neutral Résumé Paper
- Include Information That Highlights Your Skills
- Power Words Sell – Use Verbs
- Analyze Ads and Job Descriptions to Identify Key Words
- Sell the Benefits of Your Skills
- Modify Your Résumé for Each Position
- Proofread Your Résumé Before Distributing

Questions/Discussions



- Gloria.Cano@iwd.iowa.gov
 - Workforce Advisor
- Des Moines IowaWORKS Center
 - (515) 281-9649

- Donna Burkett@iwd.iowa.gov
 - Bureau Chief
- Labor Force and Occupational Analysis Bureau
 - (515) 242-5862