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| **WS 11-13** |
| **June 7, 2011** |
| **Employer Service, Basic & Expanded Service, Financial Aid** |
| Expires: **Continuing** |

To: All Contractors

# From: Rodney Bradshaw

Mike Temple

Barbara Murphy

Subject: Updating the Board’s Targeted Industries and Demand Occupations Lists

Purpose

Issue the Gulf Coast Workforce Board’s latest guidance on key regional industries and demand occupations

Background

The Gulf Coast Workforce board targets the resources it controls – and influences those controlled by its partners in the regional workforce system – with its strategic plan and a series of supporting lists: 1) Targeted Industries, 2) Where the Jobs Are, 3) High-Skill, High-Growth Occupations, and 4) High-Skill, High-Growth Occupations Supported by Scholarships.

We use these lists to guide not only the Board’s strategic investments, but also to help our residents build careers in industries and occupations with good prospects and higher wages. We use the High-Skill, High-Growth occupations list to decide which occupations we will support with our education scholarship dollars.

Because the labor market changes – and we are continually updating our information about the market – we will periodically refresh these lists to reflect those changes. Our Workforce Board approved new lists on April 5, 2011.

Using the Lists

* *Targeted Industries* – We use this list to help guide strategic investments of money and resources in our key regional industries. We also use this list to help guide actions of the Employer Service Division.
* *Where the Jobs Are* – This is our “hot jobs” list showing those occupations that are growing. We don’t use wage or other kinds of criteria to refine the list; it consists entirely of those jobs in which we expect to see openings over the next 10 years. We also use this in providing career information and guidance to customers.
* *High-Skill, High-Growth Occupations* – This is our demand occupations list. We use it as the basis for our system’s career information and guidance work. The occupations on this list represent good jobs with higher than average wages, skill levels and employment opportunities for the next 10 years. We work to promote these occupations to our customers and the general public throughout the region.
* *High-Skill, High-Growth Occupations Supported by Scholarship* – This is a subset of our principal demand occupations list. We use this list to guide our offers of Workforce Solutions’ financial aid dollars to customers.

All updated lists are available on the Workforce Solutions web site from the following links:

[Targeted Industries](http://www.wrksolutions.com/jobs/faj/highskillprofile/Targeted%20Industries.pdf)

[Where the Jobs Are](http://www.wrksolutions.com/jobs/faj/highskillprofile/WTJA.pdf)

[High-Skill, High-Growth Occupations](http://www.wrksolutions.com/jobs/faj/highskillprofile/Final%20Draft.pdf)

[High-Growth, High-Skill Occupations Supported by Scholarships](http://www.wrksolutions.com/jobs/faj/highskillprofile/Scholarship%20Occs.pdf)

Action

Please make sure all staff at every level are aware of the information provided here.

Questions

Staff should first ask questions of their managers or supervisors. Direct questions for Board staff to Barbara Murphy at [bmurphy@wrksolutions.com](mailto:bmurphy@wrksolutions.com).

Attachments

1. Targeted Industries
2. Where the Jobs Are
3. High-Skill, High-Growth Occupations
4. High-Skill, High-Growth Occupations Supported by Scholarships