



<b>WS 19-08 Change 3</b>
<b>Release Date: February 20, 2023</b>
<b>Effective Date: Immediately</b>
<b>Employer Service, Basic and Expanded Service, Financial Aid</b>
<b>Expires: Continuing</b>

**TO:** All Contractors

**FROM:** Juliet Stipeche  
Rebecca Neudecker  
Kevin Rodney

**SUBJECT:** Target Industries and Demand Occupations Lists

---

## Purpose

Update the Gulf Coast Workforce Board’s latest guidance on key regional industries and demand occupations. This issuance replaces WS 19-08 Change 2 issued on March 2, 2021.

## 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:

- Targeted Industries
- High-Skill, High-Growth Occupations
- Where-the-jobs-are

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.

Because the labor market changes, we continually update our labor market information. This current update uses the most recently available data from the 2020-2023 employment projections.

We have developed several resources to help businesses, individuals, staff and community organizations better understand high-skill, high-growth careers in the Gulf Coast region. We make these resources available on our website at [www.wrksolutions.com/careerexploration](http://www.wrksolutions.com/careerexploration). We are in the process of updating our materials to reflect the new projection data.

## Using the Lists

### **Targeted Industries** ([List](#))

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.

### **High-Skill, High-Growth Occupations** ([List](#))

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 careers 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.

We also use the High-Skill, High-Growth Occupations list to guide our offers of Workforce Solutions’ financial aid to customers, including Talent Development activities. Workforce Solutions will provide scholarship support to some of the region’s High-Skill, High-Growth occupations, provided there is a local vendor on the [Eligible Training Provider List](#) and the vendor is an approved vendor for the Gulf Coast region.

## Highlights

- This updated High-Skill, High-Growth list includes 147 occupations.
- The 36 occupations noted below are new to the High-Skill, High-Growth list

<b>SOC</b>	<b>Occupation Title</b>
11-1021	General and Operations Managers
11-2021	Marketing Managers
11-3021	Computer and Information Systems Managers
11-3031	Financial Managers
11-3051	Industrial Production Managers
11-3061	Purchasing Managers
11-3071	Transportation, Storage, and Distribution Managers
11-3121	Human Resources Managers
11-9021	Construction Managers
11-9041	Architectural and Engineering Managers
11-9051	Food Service Managers
11-9111	Medical and Health Services Managers
13-1071	Human Resources Specialists
13-1121	Meeting, Convention, and Event Planners
13-1141	Compensation, Benefits, and Job Analysis Specialists
13-1151	Training and Development Specialists
13-2098	Financial and Investment Analysts, Financial Risk Specialists, and Financial Specialists, All Other
15-1257	Web Developers and Digital Interface Designers
17-2061	Computer Hardware Engineers

17-3012	Electrical and Electronics Drafters
17-3026	Industrial Engineering Technologists and Technicians
17-3098	Calibration Technologists and Technicians and Engineering Technologists and Technicians, Except Drafters, All Other
19-1042	Medical Scientists, Except Epidemiologists
21-1018	Substance Abuse, Behavioral Disorder, and Mental Health Counselors
27-3031	Public Relations Specialists
31-2021	Physical Therapist Assistants
31-9092	Medical Assistants
41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
47-2011	Boilermakers
47-5022	Excavating and Loading Machine and Dragline Operators, Surface Mining
47-5071	Roustabouts, Oil and Gas
49-2098	Security and Fire Alarm Systems Installers
49-9012	Control and Valve Installers and Repairers, Except Mechanical Door
49-9051	Electrical Power-Line Installers and Repairers
51-9162	Computer Numerically Controlled Tool Programmers

### ***Where-the-jobs-are*** ([List](#))

This is our “hot jobs” list showing occupations with the most number of jobs regardless of wages, educational requirements, or growth. The sole requirement for this list is at least 667 job openings each year. We also use this in providing career information and guidance to customers.

## Career Exploration Resources

Customers, staff, and community organizations frequently use Workforce Solutions’ career exploration tools to make informed employment and training decisions. In addition to our lists, we provide a variety of career planning resources at [www.wrksolutions.com/careerexploration](http://www.wrksolutions.com/careerexploration). We are in the process of updating our materials to reflect the 2020-2030 projection data.

## Education & Training Vendors

Our education and training vendor network is currently open to vendors to submit applications to provide basic skills education, career training or career advancement training. Vendors may visit our [Become A Vendor](#) page for more information.

## Action

- Make sure all staff members at every level are aware of the updated 2023 Targeted Industries, High-Skill, High-Growth Occupation and Where-the-jobs-are lists.
- Make sure all staff use the resources in this issuance to provide career information and guidance to help customers build their careers.
- Make sure all staff working with customers interested in scholarship support are utilizing the [Eligible Training Provider List](#) and Gazelle to identify training programs supported by Workforce Solutions.

## Questions

Staff should first ask questions of their managers or supervisors. Direct questions for Board staff through the [Issuance Q&A](#).