

# Northwest Michigan

# Hot Jobs Report



# 2015



A program of



## Networks Northwest

Talent / Business / Community



**FRAMEWORK  
FOR OUR FUTURE**  
A REGIONAL PROSPERITY PLAN  
FOR NORTHWEST LOWER MICHIGAN

[networksnorthwest.org/framework](http://networksnorthwest.org/framework)

The Framework for Our Future includes a wealth of information and tools that all parts of the community—including the public, community leaders, businesses, nonprofits, public agencies, and statewide stakeholders—can use as they work to address these issues in ways that also support regional goals. Data and information will help communities supplement their local deliberation, planning, and decision-making processes. Resources include:

- Samples of master plan language used in other parts of the region that communities can consider when updating their own plans and ordinances
- New studies and research that will aid in decision-making
- Goals, strategies, and actions that are provided as a set of tools and best practices that stakeholders can choose to use if they desire

The information included in the Framework is intended to serve as a compilation of best practices to help guide local decision-makers and community organizations who would like to address the issues identified in the Framework.

For complete reports and accompanying resources for each topic, including background reports and data, please visit:

[networksnorthwest.org/rpi](http://networksnorthwest.org/rpi)

## Introduction

In 2015, Michigan is America's "comeback state." Its economy is rebounding from a long recession and throughout the state unemployment rates are dropping, jobs are being created, and businesses are looking for new employees. In fact, in Northwest Michigan, some businesses are growing so much that they can't find enough workers to fill new jobs.

New business growth means great things for our region's prosperity, but shortages of workers impact our potential for continued economic growth. Some companies report that they could pursue more and bigger contracts, but refrain because of labor shortages. Yet, at the same time, there are many dislocated workers that still struggle to find employment.

How can there not be enough workers when we know there are many people seeking work?

One answer to this question is that there aren't enough workers in our current talent pool with the skills needed by many of the region's fastest-growing industries such as manufacturing, hospitality, agriculture, healthcare, and information technology.

It is clear that building the right skills and matching workers with the region's hot jobs will help grow our economy and improve the chances for success for many workers. Employers, educational institutions, and others create the talent pool needed to generate continued economic growth. A Framework for Talent in Northwest Michigan, released by Networks Northwest in 2014 as part of the Framework for Our Future, reviews some of the needs related to the region's growing industries, and identifies strategies designed to meet those needs.

One important strategy involves raising awareness of the needs of both employers and workers to help all parts of the community prepare and grow our workforce. Understanding the region's most in-demand occupations helps job seekers and students target their career search, obtain needed training, and prepare for fields in which they are most likely to find work. It helps parents, teachers, school counselors, and others to support and encourage children to pursue training opportunities that lead to available, good-paying jobs. It also helps educational institutions and other stakeholders as they develop training programs that prepare the workforce and respond to the needs of employers.

There are many factors that workers, educational institutions, and other community stakeholders need to understand in order to prepare for growing economic opportunities. What are these new jobs? What skills do job-seekers need in order to obtain them? How much do they earn, and how many of them are there? Where are they located? What are employers looking for when filling them? How fast are they growing? This Networks Northwest research brief answers these questions and more, in order to help raise awareness and increase understanding of our region's growing industries and its hottest jobs.

#### NORTHWEST MICHIGAN HOT JOBS

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# Northwest Michigan's Hot Jobs - *Advanced Manufacturing*

## Advanced Manufacturing

Manufacturing jobs are on the rise, despite the downturns from the past decades. And here's the bright spot – these jobs are higher-tech, higher-paying, and in cleaner work environments than ever before. These jobs are also year-round, full-time, and most provide benefits like health insurance, paid time off, and retirement. Manufacturing jobs pay more than jobs in most other industries. Manufacturing workers earn, on average, almost \$18,000 more annually than other workers.

The manufacturing industry currently employs 14,000 individuals at nearly 500 businesses in Northwest Michigan. Seventy percent of manufacturing jobs in the region are located in Grand Traverse, Wexford, and Charlevoix Counties. Northwest Michigan manufacturing businesses serve a variety of industries. There is still a large supplier relationship to the automotive industry, but manufacturers in the region also produce components and goods for the food service, medical, and energy sectors, for example. The top manufacturing sectors

(comprising 2/3 of all manufacturing employment in the region) are Rubber and Plastics, Transportation Equipment (including aerospace and boats, as well as car parts), Fabricated Metal, Food, and Machinery.

Source for all of the above: Framework for Our Future, Manufacturing Needs Assessment

**For more information on these occupations, please connect with your local Northwest Michigan Works! Center.**

## Job Demand, 2015-2020

	Education level	Advanced Manufacturing	Average Wages/Ranges
Opportunities	High School Diploma and some training	Assemblers	\$9-\$12
		Sewing Machine Operators	\$9-\$15
	Vocational or Associate's Degree	Machine Maintenance Techs and Industrial Mechanics	\$18-\$22
		Mechanical Technicians	\$23
		Machinists	\$10-\$13
		Welders	\$10-\$15
		Designers, Drafters (CAD/CAM)	\$12-\$15
	Bachelor's Degree or Higher	CNC Machine Operators	\$15-\$22
		Engineers: Mechanical, Quality, Process, Design, Mechatronics, Biomedical, Industrial	\$24-\$28
		Sales Representatives (Manufacturing and Wholesale)	\$25-\$28 (including commission)

\* Labor market data indicates some growth for this occupation and a significant number of local employers are seeking to hire for this position right now and in the foreseeable future.

## Did you know?

- CNC stands for Computer Numerical Control and it was pioneered in Traverse City in the 1940s by John Parsons and Frank Stulen at the "Parsons Corporation" that produced some of the first helicopter rotors in the 40s and the fuel line of the rockets that took astronauts to the moon in 1969. Computer Numerical Control is the automation of machines with programmed commands – like with computers today, or like with punch cards and calculators back when Parson and Stulen invented it. Previously, machines were all controlled by hand. *Source: Machinist.org and Record-Eagle 2007 Parsons Obituary.*
- Many manufacturers hire workers at a starting "try out" wage, and then give raises and benefits after a certain number of days. If you start making \$12/hr and stick with it, you could be making \$14 after the first year. *Source: Northwest Michigan Works! Business Services*
- Many manufacturers use temp agencies to hire assemblers and production workers. There is a high demand for these jobs, but the demand fluctuates. *Source: Northwest Michigan Works! Business Services*
- The manufacturing workforce is still about 75% male. Qualified female job applicants may have a competitive edge. *Source: EMSI*

# ➔ Northwest Michigan's Hot Jobs - *Agriculture*

## Agriculture

Northwest Michigan is still the Cherry Capital, but you may not have noticed the enticing growth of startup agriculture businesses in distilleries, hops, raw juices, cheese, jams, and more. "Agriculture" is a growing industry in Northwest Michigan, which includes crop and animal production, as well as timber operations. There is also a large sector of food and animal processing micro-businesses that are considered manufacturers, but which are related symbiotically to the growth in agriculture, as those businesses rely on regionally-grown products and provide revenue and jobs for farmers.

Source: Northwest Michigan Works! Business Services

In the past decade, the agriculture sector in Northwest Michigan has grown more than 33%, while the nation's ag sector grew less than 6% and the state's grew 17%. That makes up more than 1,500 jobs in the region. The number of jobs in animal production doubled over that time period (up to 430), and with that, an eight-fold growth in meat processing jobs. Crop production also grew by 150 jobs. This huge growth, which again, does not include the also substantial growth in related food-processing micro-businesses, is projected to continue at a rate of 16% through 2020. That is ten times the projected

rate of national growth in the sector over this same time period. Source: EMSI

Eighty percent of agriculture jobs in the region are located in Missaukee (with a concentration in timber and dairy), Grand Traverse, Leelanau, and Antrim Counties. Source: EMSI

**For more information on these occupations, please connect with your local Northwest Michigan Works! Center.**

## Job Demand, 2015-2020

Opportunities	Education level	Agriculture	Average Wages/Ranges
	High School Diploma and some training	Farm Laborers	\$10-\$14
		Slaughterers and Meat Cutters	\$12-\$14
	Vocational or Associate's Degree	Farm Managers and Supervisors	\$20-\$25
	Bachelor's Degree or Higher	Engineers: Health and Safety	\$25-\$30

\* Labor market data indicates some growth for this occupation and a significant number of local employers are seeking to hire for this position right now and in the foreseeable future.

## Did you know?

- The ag sector is about 70% male and 30% female, and 11% of workers are Hispanic/latino and 1.3% of workers are African American, which makes the workforce less gender diverse and more racially diverse than Northwest Michigan's total population. Source: EMSI
- The age distribution of the workforce is actually very even (i.e. nearly as many workers age 14-34 as there are workers age 45-65+), but farm ownership belongs overwhelmingly to a senior generation. The average age of principal operators in each county of the region ranges from 53-60 years. Source: EMSI and USDA Census of Agriculture, 2012.
- Missaukee County ranks first in Michigan and sixth in the US in Christmas tree sales. Source: USDA Census of Agriculture, 2012.
- Antrim and Wexford Counties are second and fourth in the state, respectively, for aquaculture sales. Source: USDA Census of Agriculture, 2012.
- Agriculture has the second lowest unemployment rate in the region (after the health care industry) at 5.7% unemployment in May 2014. Source: EMSI

# ➔ Northwest Michigan's Hot Jobs - *Energy, Transportation, and Construction*

## Energy, Transportation, and Construction

This super industry cluster of energy, transportation and construction offers excellent opportunity for trades men and women. With a high school diploma/GED and short-term training or a longer apprenticeship, there are great opportunities to learn a trade and make excellent wages. Many of the occupations in these industries require similar skill sets, so there is also an opportunity to move between the sectors for additional career mobility. Source: Northwest Michigan Works! Business Services

Energy sector employs about 600 individuals in the region with very high-paying jobs (some over \$100,000 annually). Unfortunately, these jobs are expected to decline by more than 10% through 2020, but the workforce is also aging (with nearly 60% of workers over age 45) and that presents replacement opportunities, especially for power line installers and repairers. Source: EMSI and Northwest Michigan Works! Business Services

The transportation sector employs about 1,700 individuals in the region with high-paying jobs (\$47,000 average earnings per job). The sector is projected to grow 4.2% through 2020, which is higher than state-level growth, but less than

the nation's projected growth of over 6%. Growth in certain occupations is higher – like heavy truck drivers growth of 8% or 101 new jobs. Source: EMSI

The construction industry was hit hard during the last decade (with nearly 40% job loss in the region, compared to only 13% job loss nationally), but has been on the rise since 2010 and the end of the Great Recession. While overall job growth in the sector is projected to be quite flat through 2020, there are some bright spots in occupations such as HVAC technicians and heavy equipment operators. Source: EMSI and Northwest Michigan Works! Business Services

## Job Demand, 2015-2020

For more information on these occupations, please connect with your local Northwest Michigan Works! Center.

Opportunities	Education level	Energy, Transportation, and Construction	Average Wages/Ranges
	High School Diploma and some training	Heavy and Tractor-Trailer Truck Drivers	\$18-\$22
		Light Truck or Delivery Service Drivers	\$14
		Heavy Equipment Operators	\$18-\$22
		Freight, Stock and Material Movers	\$12.50
		Construction Laborers	\$10-\$13
		Automotive Service Technicians	\$12-\$16
		Heavy Equipment Mechanics	\$16-\$20
		Diesel Mechanics	\$16-\$20
	Vocational or Associate's Degree	Industrial Mechanical Technicians	\$20-\$23
General Maintenance and Repair Workers		\$16	
HVAC Technicians		\$19-\$22	
Electrical Power-Line Installers and Repairers		\$32	
Bachelor's Degree or Higher	Engineers: Electrical, Mechanical, Industrial	\$33-\$41	

\* Labor market data indicates some growth for this occupation and a significant number of local employers are seeking to hire for this position right now and in the foreseeable future.

## Did you know?

- Truck drivers, both heavy-load haulers and local delivery service drivers, are over 90% male, but bus, school, and special client drivers are 56% female. The bus, school and special client driver occupation has declined over the past decade, and the pay is also less than other truck drivers. Source: EMSI
- About 1 in 5 freight/stock workers are employed by temp agencies. Source: EMSI

# Northwest Michigan's Hot Jobs - *Health Care*

## Health Care

Nearly 17,000 individuals are employed in the region's Health Care sector. The health care sector is growing fast, and is projected to add 2,000 new jobs through the year 2020. At over \$57,000, this sector has higher average earnings

per job than the nation. There are several occupations in the sector that require lower levels of education – like a high school diploma or GED plus a certificate – that provide a comfortable wage for a two-earner household. Jobs in this sector are also secure in that they cannot be outsourced, and the demand

for services grows with our region's aging population and designation as a retirement haven.

Source: EMSI and Northwest Michigan Works! Business Services

**For more information on these occupations, please connect with your local Northwest Michigan Works! Center.**

## Job Demand, 2015-2020

	Education level	Health Care	Average Wages/Ranges
<i>Opportunities</i>	High School Diploma and some training	Home Health and Personal Care Aides	\$8.50-\$11
		Certified Nursing Assistants	\$10-\$13
		Medical Assistants	\$10-\$14
		Receptionists and Information Clerks	\$10-\$12
		Medical Secretaries	\$11-13
		Dental Assistants	\$16
		Licensed Practical Nurses (LPN)	\$18-\$20
		EMT/Paramedic	\$14-\$16
		Medical Records and Billing Coders	\$13-\$15
	Vocational or Associate's Degree	Pharmacy Technicians	\$11-\$13
		Registered Nurses (RN)	\$22-\$24
		Dental Hygienists	\$24-\$28
	Bachelor's Degree or Higher	Physical Therapy Assistants	\$18-\$20
		Medical and Health Services Managers	\$30-\$35
		Physicians and Surgeons	\$90
Physical Therapists		\$36	
Pharmacists		\$45-\$50	
	Occupational Therapists	\$30-\$33	

\* Labor market data indicates some growth for this occupation and a significant number of local employers are seeking to hire for this position right now and in the foreseeable future.

## Did you know?

- The health care industry's workforce is 80% female.
- The health care industry is projected to have the highest job growth of any industry in the region.
- The health care industry has the lowest unemployment rate of any industry in the region, at 4.7% unemployment in May 2014.

Source for all of the above: EMSI

# Northwest Michigan's Hot Jobs - *Hospitality*

## Hospitality

Hospitality employs over 33,000 individuals in the region in retail, food service, accommodations, arts, entertainment and recreation businesses. Most of the jobs are in food service and retail, and these jobs are expected to grow modestly, adding over 500

new jobs across the 10-county region through 2020. Although a very small sector, the big growth in hospitality will be in the amusement and recreation businesses, like golf courses, marinas and gambling establishments. The growth is projected at 9% (compared to 6.7% nationally), with 167 new jobs and average earnings of \$28,400. Source: EMSI

**For more information on these occupations, please connect with your local Northwest Michigan Works! Center.**

## Job Demand, 2015-2020

	Education level	Hospitality	Average Wages/Ranges
<i>Opportunities</i>	High School Diploma and some training	Combined Food Prep and Servers (Fast Food)	\$9-\$11
		Servers, Bartenders, Hosts	\$9-\$12
		Cooks and Food Prep. Workers	\$9-\$13
		Sales Representatives	\$10-\$24 (including commissions)
		Retail Salespersons	\$8.50-\$11
		Supervisors of food prep and serving staff	\$14-\$17
		Housekeeping	\$10
		Landscaping and Groundskeeping Workers	\$10-\$12.50
	Gaming Dealers, Attendants, and Service Workers	\$9-\$13	
Vocational or Associate's Degree	Hotel and Restaurant Managers	\$14-\$24	

\* Labor market data indicates some growth for this occupation and a significant number of local employers are seeking to hire for this position right now and in the foreseeable future.

## Did you know?

- Slightly more females than males work in the industry (54/46).
- 29.2% of workers in the hospitality industry are under age 25. That's the highest concentration of young workers of any industry in the region. The second youngest workforce is employed by the agriculture sector, of which 17.5% is under age 25.

Source for all of the above: EMSI

## Information and Business Services

This industry cluster comprises businesses that provide services to other businesses and to individuals, such as accounting, legal, real estate, information systems, communications, janitorial and grounds keeping. The majority of jobs

in this sector belong to professional office workers. The sector is expected to grow by 6%, or 800 jobs, from 2015-2020. The cluster currently employs nearly 13,000 individuals with average earnings per job of \$49,600. The areas of growth are insurance, waste collection, management, scientific consulting, and computer/IT services. Source: EMSI

**For more information on these occupations, please connect with your local Northwest Michigan Works! Center.**

## Job Demand, 2015-2020

Opportunities	Education level	Information and Business Services	Average Wages/Ranges
	High School Diploma and some training	Office Clerks and Administrative Assistants	\$10-\$13
		Customer Service Representatives	\$12-\$14
		Bookkeepers, Accounting Clerks, Billing and Posting Clerks	\$10-\$14
		Janitors and Cleaners	\$10-\$12.50
		Garbage and Recyclable Collectors	\$15
	Vocational or Associate's Degree	Supervisors of Office/Admin Workers and other Business Operation Specialists (middle mgmt.)	\$18-\$22
		Accountants and Auditors	\$24-\$28
		Software Developers & Programmers	\$24-\$28
		Tech Support Specialists	\$12-\$14
Systems Analysts		\$25-28 (including commission)	
Bachelor's Degree or Higher	Network Administrators	\$24-\$28	
	Insurance Sales Agents	\$20-\$25	
	General and Operations Managers	\$32-\$38	
	Marketing Specialists	\$24-\$28	

\* Labor market data indicates some growth for this occupation and a significant number of local employers are seeking to hire for this position right now and in the foreseeable future.

## Did you know?

- If you walk into the offices of lawyers and accountants, you'll see mostly women, as about 70% of these office workers are female; however, the occupation of lawyer is 64% male, while the occupation of accountant is mostly female at around 62%. Source: EMSI
- A survey of administrative professionals identified these must-have skills for 2015 (in rank order): Project Management, Office/Digital Technologies, Communications, Team Leadership, Meeting Planning, Meeting Minutes, Social Media Management, and Supervision. Source: American Society of Administrative Professionals
- Temp Agencies currently employ 2,500 workers with annual wages of \$16,000. Temp Agency employees service local businesses in a variety of positions within manufacturing, material handling, and administrative office functions, for example. The number of Temp Agency employees is projected to increase by 620 jobs through 2020. Source: EMSI



## Strategies for Success

Economic growth and prosperity in Northwest Michigan requires a talent pool with the skills needed to take advantage of our region's growing industries and hottest jobs. Building those skills requires targeted training programs that also address employability skills, academic readiness, and basic skills akin to digital literacy.

Fortunately, there are many strategies that communities and organizations can undertake in order to prepare the region's workers for success in today's hottest jobs. A Framework for Talent in Northwest Michigan identifies some of those strategies, including efforts to share data, raise awareness of in-demand occupations and employer needs, increase enrollment in training programs for in-demand occupations, and build apprenticeship and other training programs.

### Strategies:

#### **Raise awareness of in-demand occupations and the skills they require**

- Provide tours of local companies for students and families
- Leverage media networks for marketing career opportunities to students, parents, and adults

#### **Raise awareness of basic skill needs, including math, reading, and writing**

- Develop basic skills refresher courses for adults
- Promote existing Adult Education programs and increase their availability throughout the region
- Encourage investment in early childhood education, giving young people the strong start they need in order to maintain basic skills for a lifetime

#### **Raise awareness of the need for improved employability skills, such as reliability, teamwork, adaptability, and general work ethic**

- Incorporate employability skills training into existing curriculum at the elementary, secondary, and postsecondary training
- Include information about need for employability skills in public awareness campaigns about training programs and in-demand occupations
- Develop employability skills classes for adults

#### **Develop funding mechanisms and other opportunities to support job training**

- Encourage work-based learning opportunities, including apprenticeships and internship programs
- Encourage businesses to sponsor students in job training programs

#### **Increase work-based learning opportunities**

- Develop more co-op programming and placement opportunities for students in secondary education

#### **Increase job training opportunities**

- Partner with employers for on-the-job training
- Offer more short-term just-in-time training programs

For more strategies and actions that will help prepare the region's talent pool for success, check out *A Framework for Talent in Northwest Michigan*, available online at:

**[networksnorthwest.org/rpi](http://networksnorthwest.org/rpi)**

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