

# 2018 REGIONAL WORKFORCE REPORT



Baton Rouge Area Chamber®



## INTRODUCTION

The Capital Region finds itself a peer with the many metropolitan areas across the United States driven to find smart solutions for preparation, recruitment, and retention of a high-quality workforce. An important piece of any such solution is guiding the region to deliberately coalesce around industries and occupations for which a pipeline of talent will be key to economic growth.

To provide this guidance, the Baton Rouge Area Chamber issues this report, highlighting high-wage, high-demand occupations in key regional sectors: technology, construction and manufacturing, professional and business services, and health care. These sectors represent both traditional regional strengths, as well as emerging areas significant to economic diversification.

Ultimately, the report seeks to provide all stakeholders the knowledge necessary to make informed decisions about education and training, and facilitate development of a robust pipeline of talent for the Capital Region.

## METHODOLOGY

In choosing which occupations to analyze, BRAC’s primary selection criteria was projected annual openings for 2019. Those jobs receiving between three and five stars in state “Star Jobs” rankings<sup>1</sup> were given strong preference. Specifically, jobs in these key industries were analyzed to look at openings, training and education completers,<sup>2</sup> and wages. The report looks at these and other data, such as sector growth, over time to give a sense of long-term change.

BRAC aggregated a variety of workforce data sources including Louisiana Workforce Commission’s Short-Term Occupational Projections – 2019; Emsi Q3 2018 Occupational Data; and BRAC’s own internal analysis. All data is for the area designated by the Louisiana Workforce Commission as Louisiana Regional Labor Market Area 2 (RLMA 2), which includes the Baton Rouge and Hammond metropolitan statistical areas<sup>3</sup> (MSAs).

This report is produced by BRAC’s Business Intelligence and Economic Competitiveness teams, who comprise the organization’s policy, research and advocacy arm.

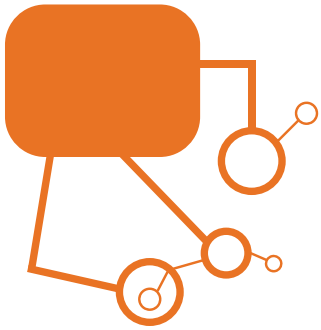
Lead Researcher:  
Brooke Hathaway, economic research and policy analyst

Contributor:  
Andrew Fitzgerald, senior director of business intelligence  
Christopher Lawrence, policy and research extern

<sup>1</sup> Star Jobs is a ranking system used by Louisiana Workforce Commission (LWC), based on forecasted employment growth, current job openings, and median salary levels. The system gives each occupation a ranking between one- and five-stars, with five-star jobs having high wages and a high number of forecasted openings.

<sup>2</sup> The terms “completers” and “completions” are defined as the number of individuals who have completed the education or training programs necessary to obtain a job in a specific occupation. Completion data based on Emsi aggregation of information from Baton Rouge Community College (BRCC), Louisiana State University (LSU), Southern University, Southeastern Louisiana University, Northshore Technical Community College, River Parishes Community College (RPCC), Our Lady of the Lake College, Baton Rouge General — Nursing, Compass Career College, Camelot College, Fortis College-Baton Rouge, Medical Training College, Virginia College- Baton Rouge, University of Phoenix- Louisiana, Delta College, Diesel Driving Academy, Moore Career College, Baton Rouge School of Computers, and ITI Technical College, as well as skilled craft certification totals obtained directly from Associated Builders and Contractors — Pelican Chapter and local unions.

<sup>3</sup> The parishes in the Baton Rouge MSA are Ascension, East Baton Rouge, East Feliciana, Iberville, Livingston, Pointe Coupee, St. Helena, West Baton Rouge and West Feliciana. The Hammond MSA includes Tangipahoa and Washington Parishes.



# TECHNOLOGY OCCUPATIONS



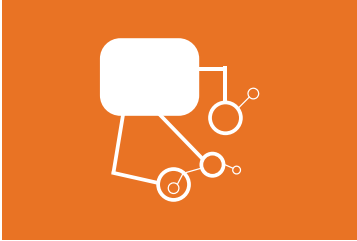
## TECHNOLOGY OCCUPATIONS

Over the last few years, the Capital Region has attracted technology companies ranging from growing cybersecurity firms like Twistlock to multinational corporations like IBM, accelerating the regional tech sector and transforming the local economy.

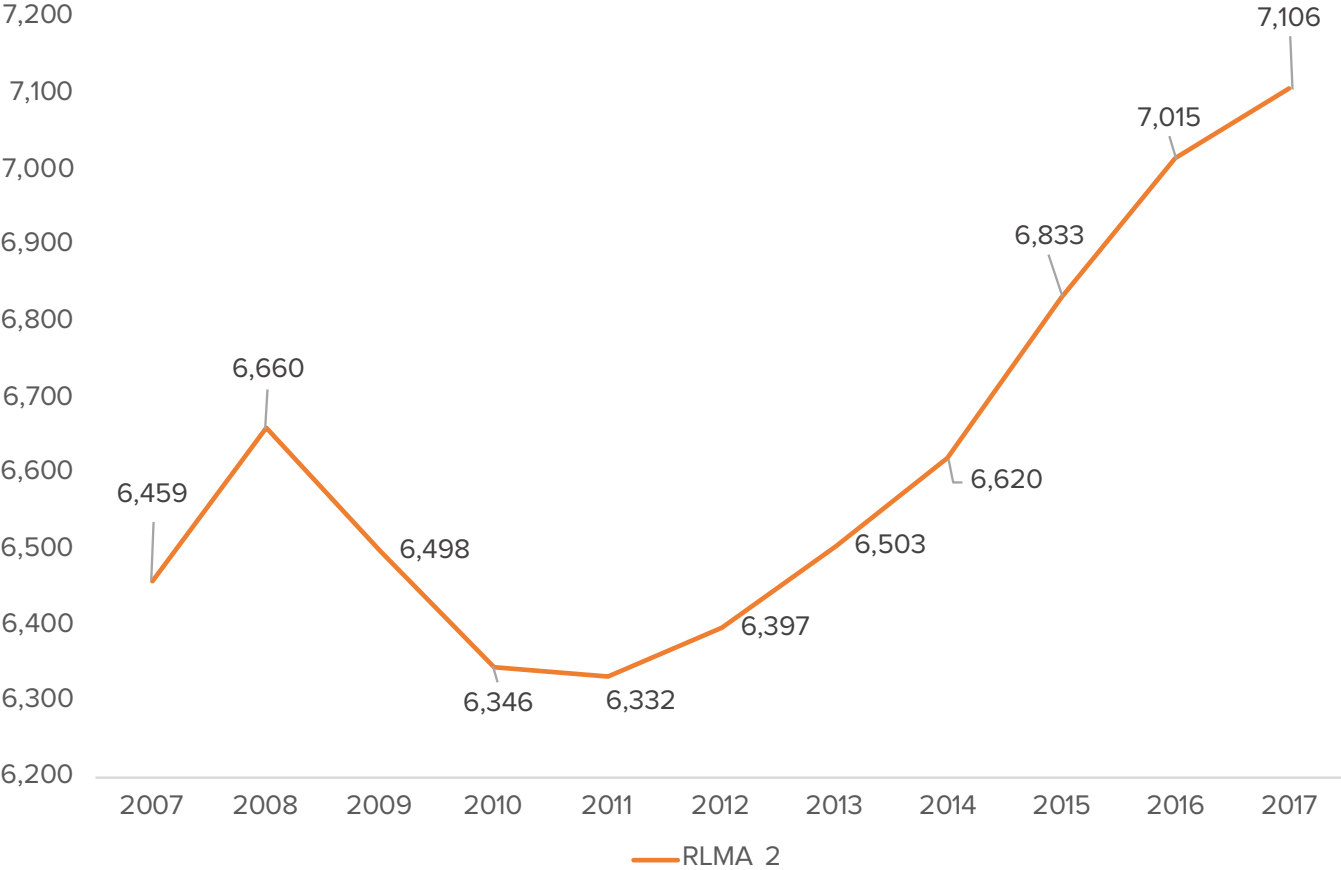
The technology sector consists of occupations including Software Developers, Network and Computer Systems Administrators, and Computer Programmers. Given the global competition for skilled tech employees, maintaining a strong talent pipeline in these high-demand occupations is vital to the continued growth of the regional knowledge-based economy.

In the Capital Region, there has been an increased focus on strategic collaboration between local education and workforce providers and industry leaders, resulting in tech companies taking a more proactive role in creating a talent pipeline that ensures prospective employees will be prepared to enter the workforce.

**Technology job seekers: Computer Systems Analysts are in high demand, offer high wages, and have only a moderate number of completers in recent years.**



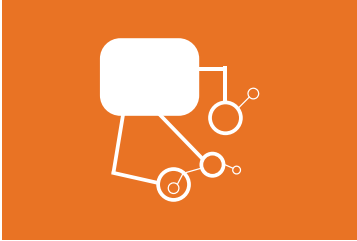
## TECHNOLOGY EMPLOYMENT OVER TIME



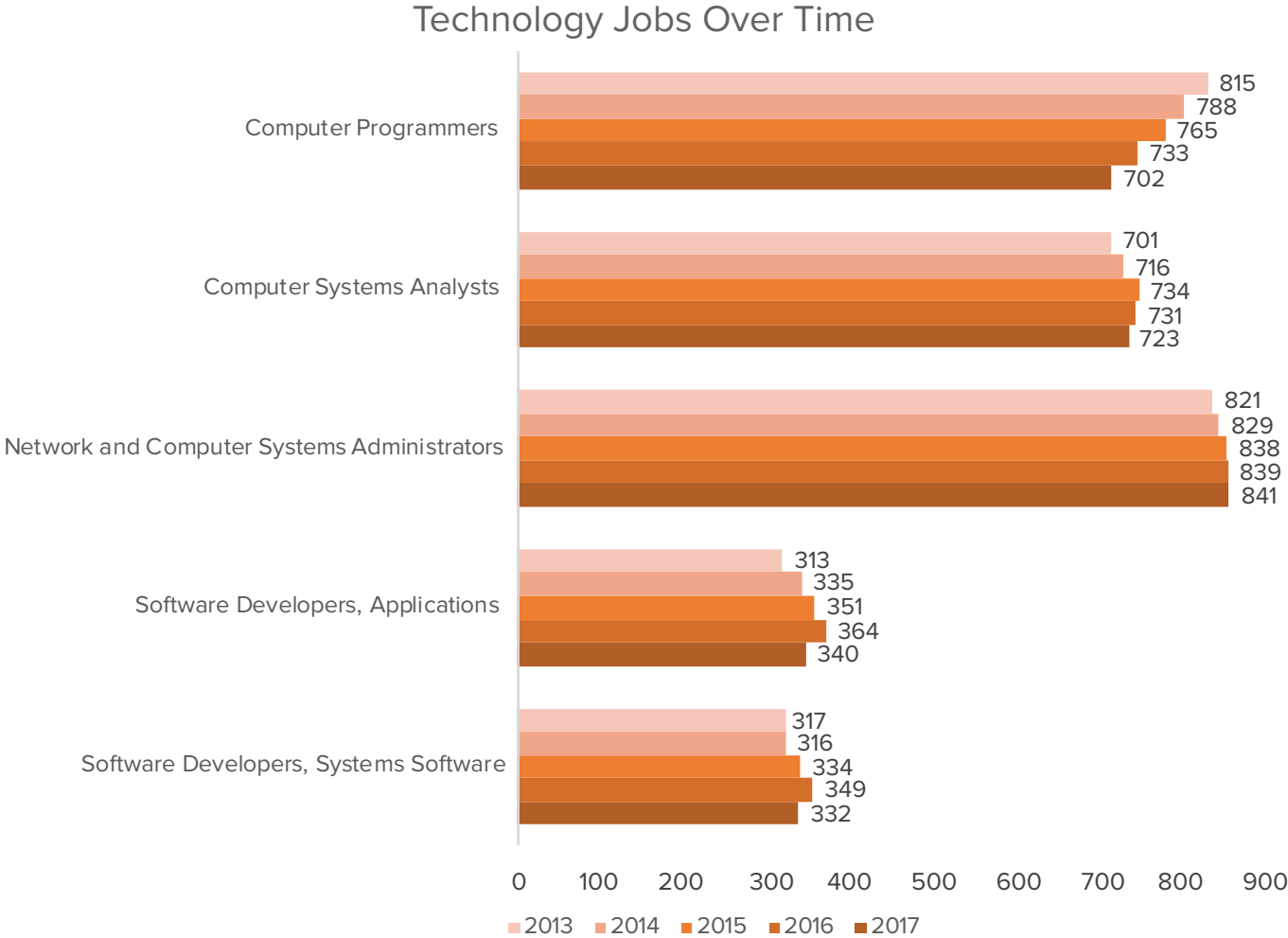
Source: Emsi

Technology sector jobs saw steady growth post-recession, and passed pre-recession levels in 2015.

Technology job growth accounted for 2.5 percent of all job growth in Baton Rouge from 2010 to 2017.

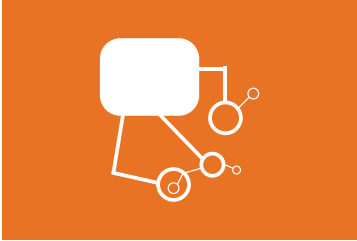


## CURRENT TECHNOLOGY EMPLOYMENT

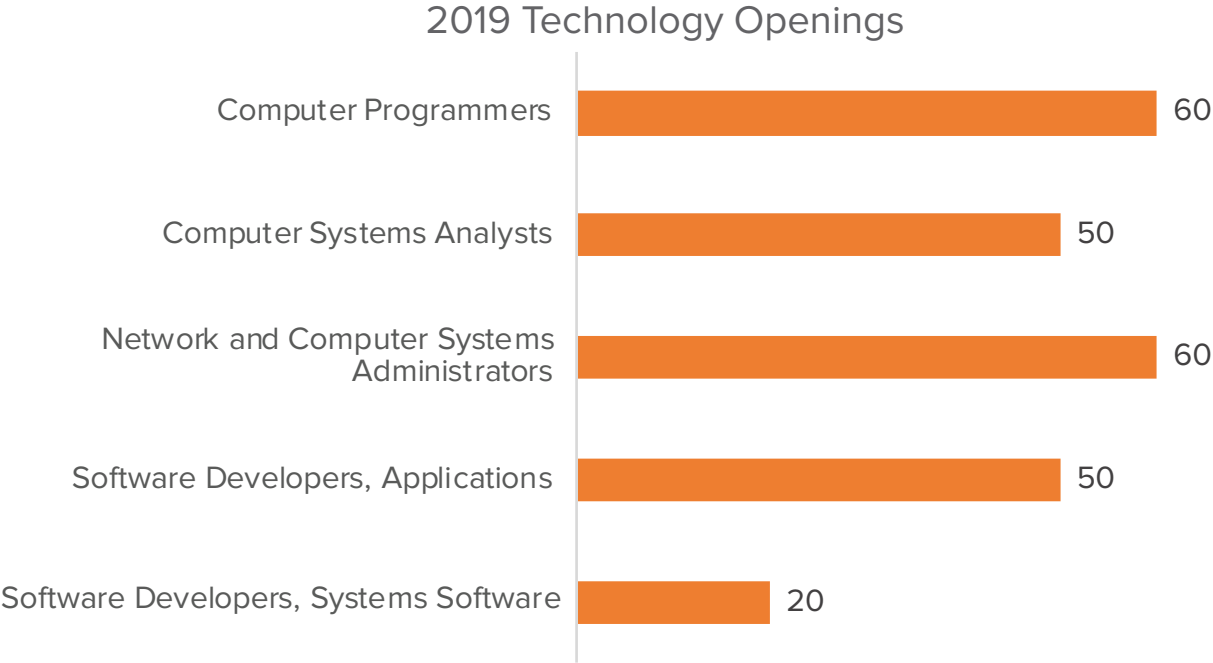


Source: Emsi, Louisiana Workforce Commission, BRAC Analysis

**With the exception of Computer Programmers, each of these occupations has experienced growth since 2013.**

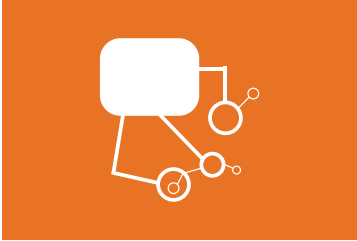


## TECHNOLOGY – PROJECTED OPENINGS

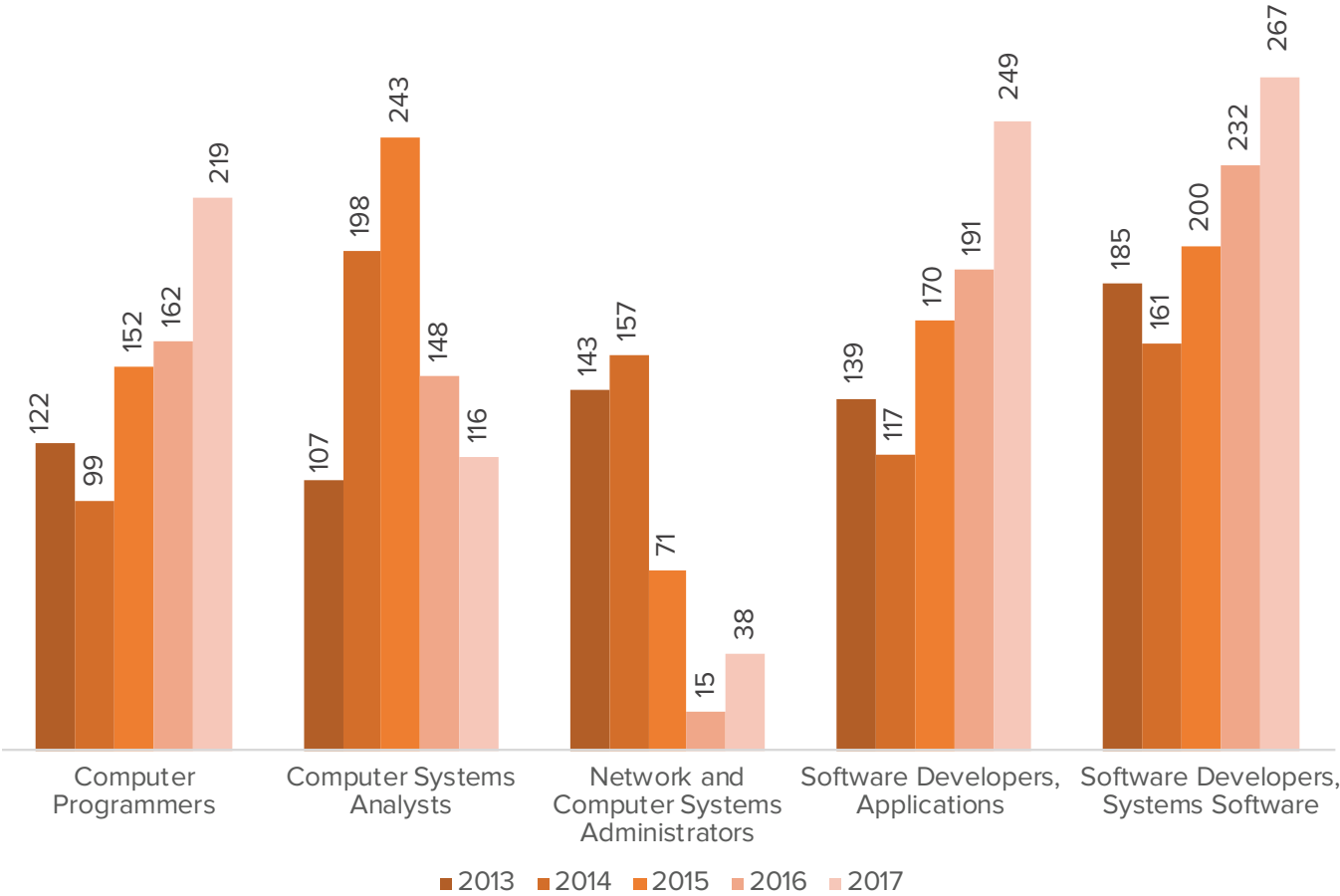


Source: Louisiana Workforce Commission

The even distribution of openings across a variety of technology occupations highlights the diversity of technology operations in the region.



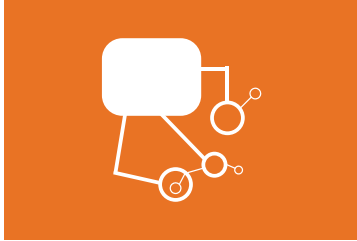
## TECHNOLOGY – COMPLETERS OVER TIME



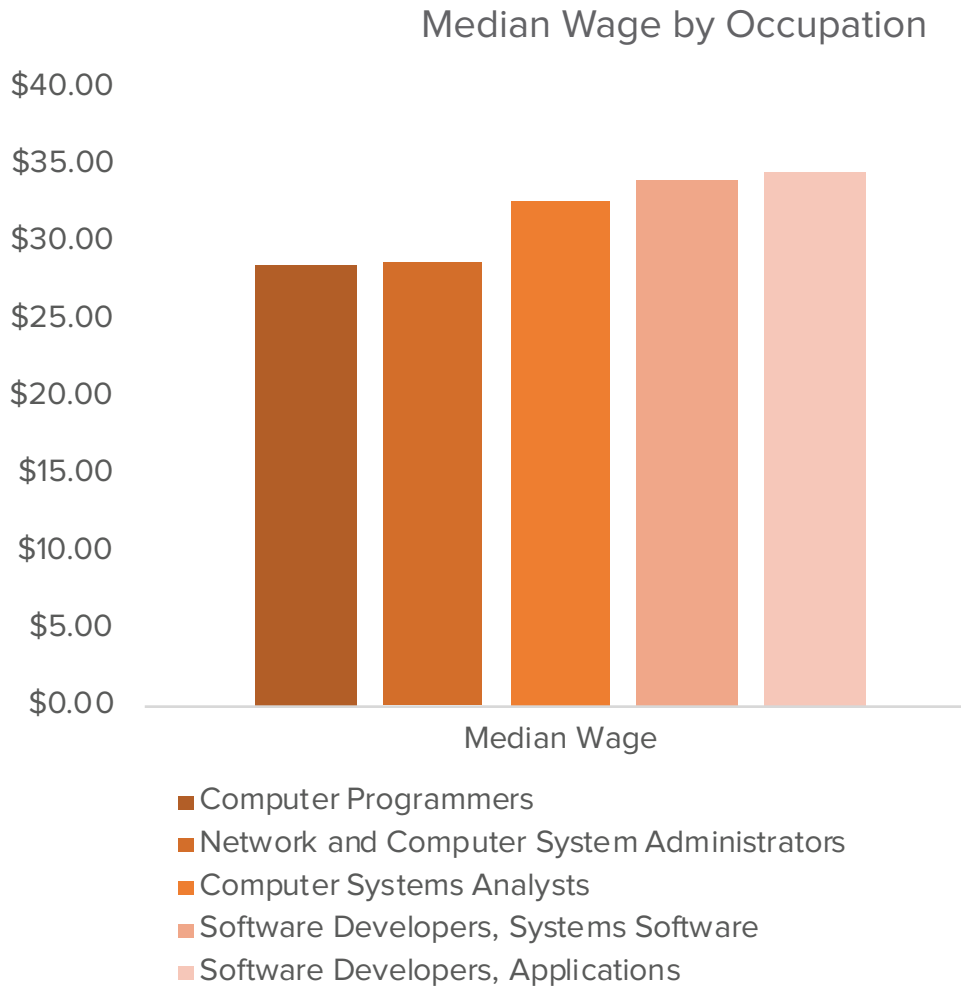
Source: Emsi, BRAC Analysis

Baton Rouge faces stiff competition for students earning degrees and credentials in technology at colleges and universities in our Regional Labor Market Area. Baton Rouge’s closest and strongest competition is in New Orleans, which *Forbes* recently recognized as the No. 3 city for Winning the IT Battle. Competition is not only stiff because of the availability of tech-focused jobs in New Orleans, but also because the colleges in Washington and Tangipahoa Parishes produce a full 35 percent of the Regional Labor Market Area’s tech sector talent. This underscores the importance of increasing tech sector talent output from colleges and universities in the nine-parish Capital Region.



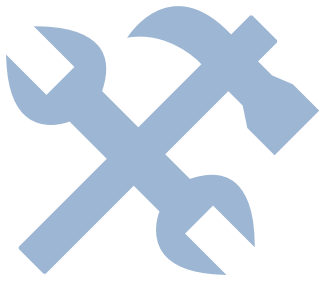


## TECHNOLOGY – WAGE DATA



Source: Emsi, BRAC Analysis

Occupation Name	10th Percentile Wages	Median Hourly Wages	90th Percentile Wages
Computer Programmers	\$19.64	\$28.49	\$52.82
Network and Computer Systems Administrators	\$15.33	\$28.65	\$45.39
Computer Systems Analysts	\$21.00	\$32.74	\$55.91
Software Developers, Systems Software	\$24.61	\$34.12	\$48.79
Software Developers, Applications	\$18.54	\$34.60	\$55.30



# CONSTRUCTION AND MANUFACTURING OCCUPATIONS



## **CONSTRUCTION AND MANUFACTURING OCCUPATIONS**

The construction sector consists of businesses engaged in engineering projects, the building of structures, and maintenance and repairs. While many think of construction as the building of residences and homes, most construction work in the Capital Region is on non-residential projects, such as manufacturing facilities and infrastructure.

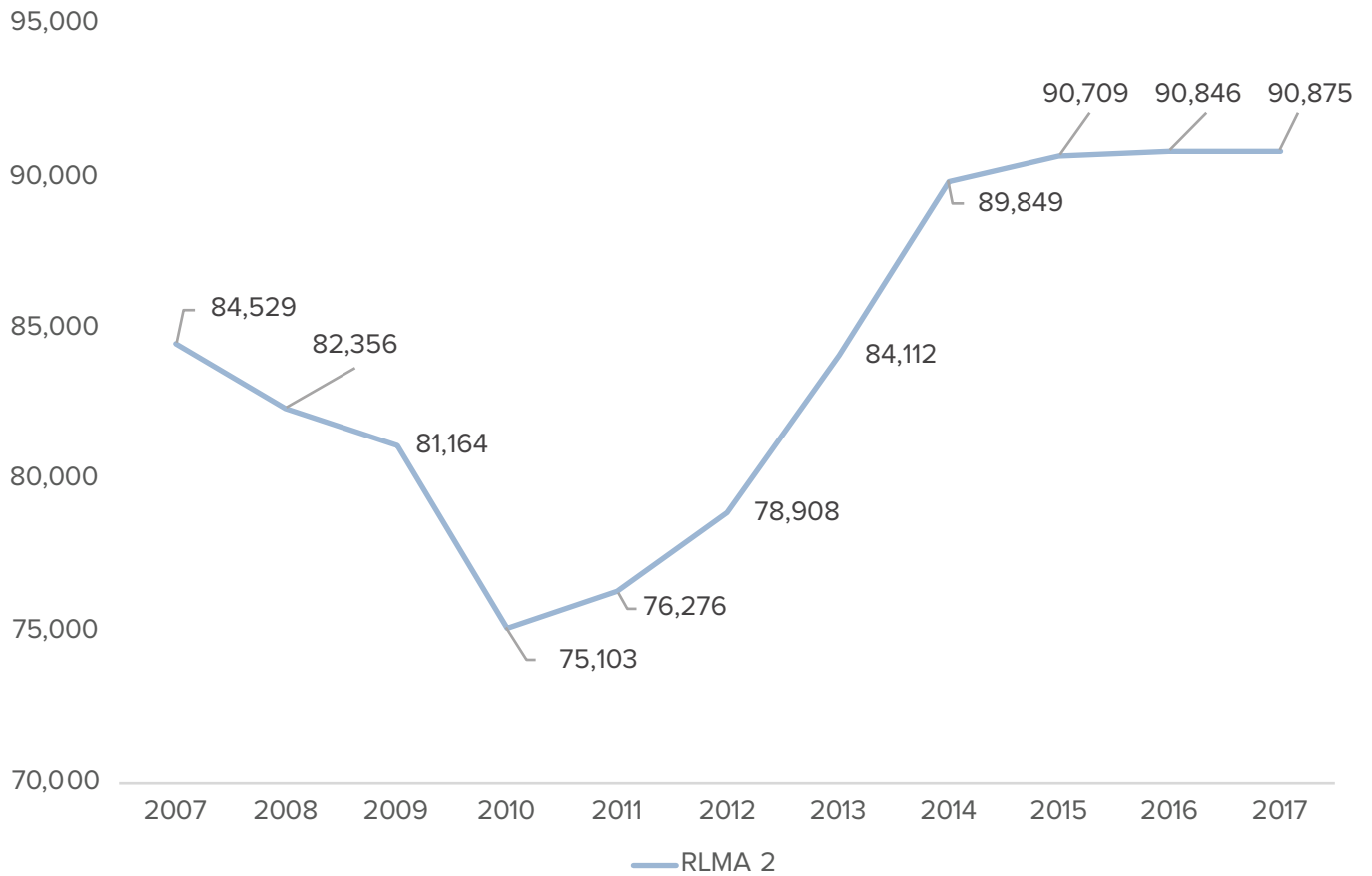
The manufacturing sector deals with transforming materials, substances, and components into new products. This could be refining a chemical into a household cleaner, turning wood into furniture, or even processing raw ingredients into food and beverage products.

Because of the heavy overlap in occupations between construction and manufacturing, it is easiest to view the two industries together. Many construction jobs are driven through expansions of manufacturing facilities, and contract maintenance work upon completion. The industries both employ a large number of “skilled craft” workers – individuals trained in operations that require physical skills and energy – with knowledge gained through formal training programs and on-the-job experience.

**Construction and manufacturing job seekers: Pipefitters are in high demand, offer high wages, and have only a moderate number of completers in recent years.**



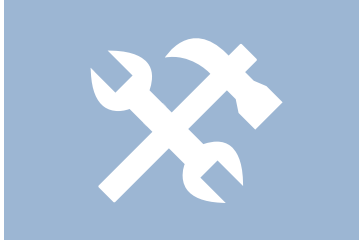
## CONSTRUCTION AND MANUFACTURING EMPLOYMENT OVER TIME



Source: Emsi

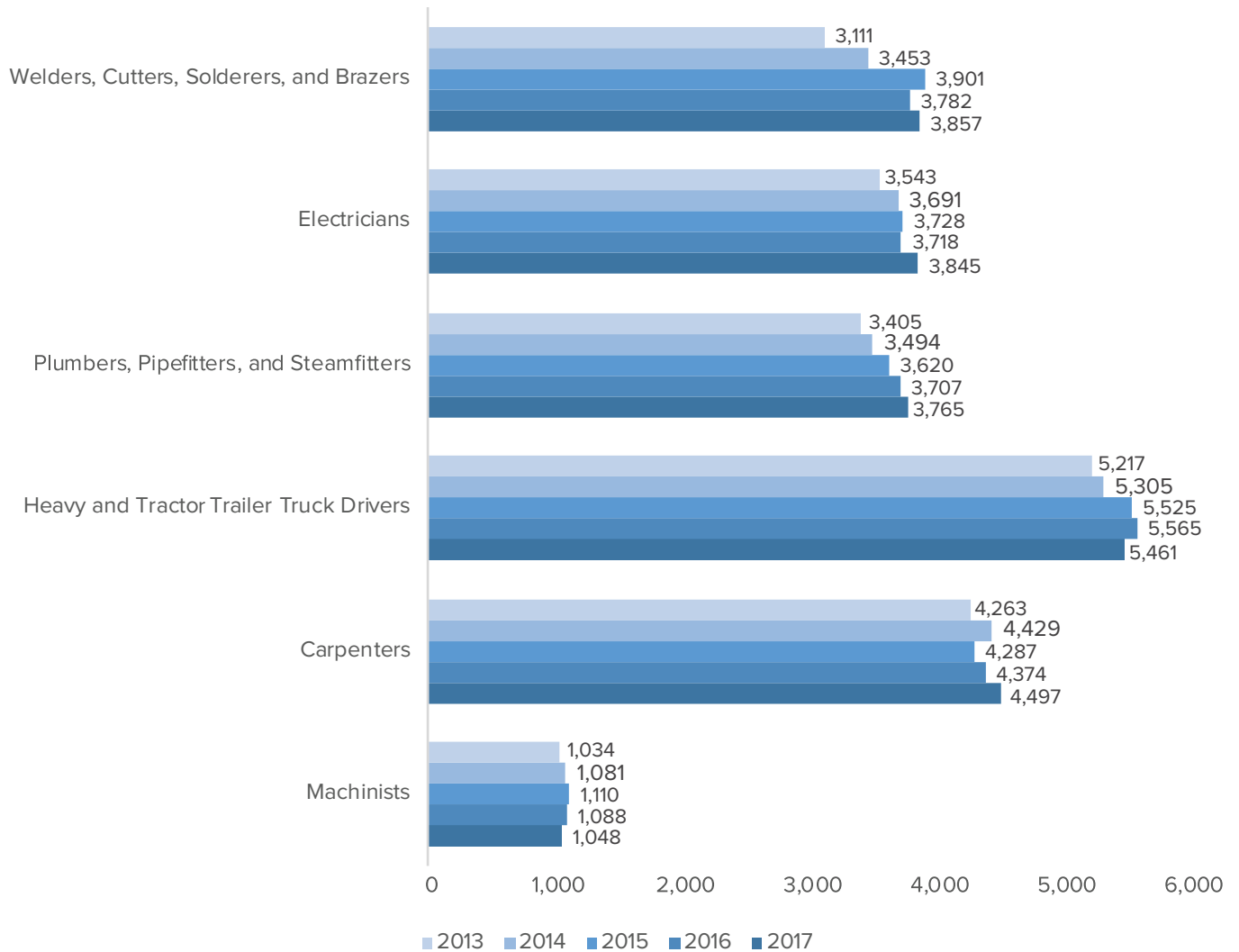
Manufacturing and construction jobs saw a massive spike post-recession, and hit an all-time high in the labor market area in 2017.

Jobs in these industries account for around one-fifth of all jobs in the regional labor market area.



## CURRENT CONSTRUCTION AND MANUFACTURING EMPLOYMENT

Construction and Manufacturing Jobs Over Time



Source: Emsi, Louisiana Workforce Commission, BRAC Analysis

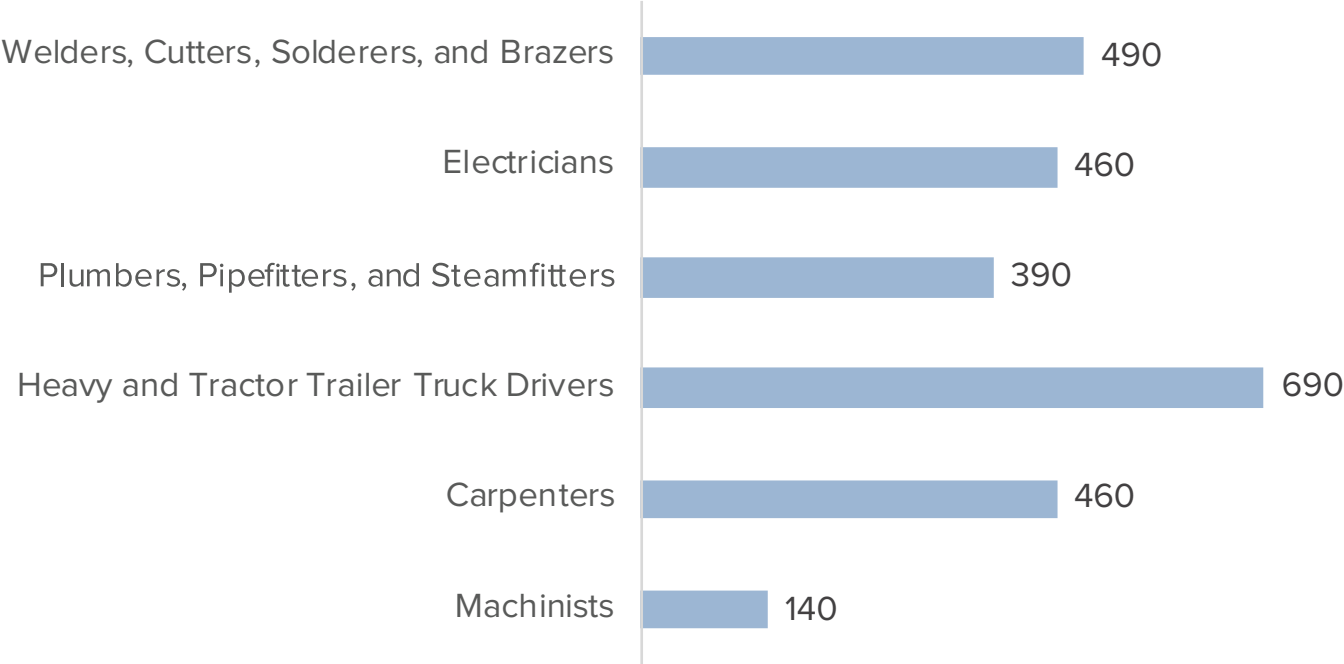
The high amount of construction in the region means a lot of materials and equipment need to be transported putting Heavy and Tractor Trailer Truck Drivers in high demand.

Despite the relative parity in number of jobs in welding, electrical work, and pipefitting, welding regularly sees more completers than either other occupation.



## CONSTRUCTION AND MANUFACTURING – PROJECTED OPENINGS

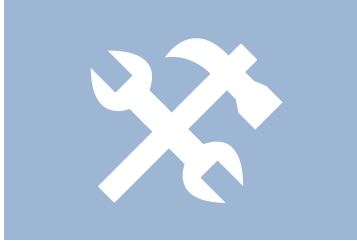
2019 Construction and Manufacturing Openings



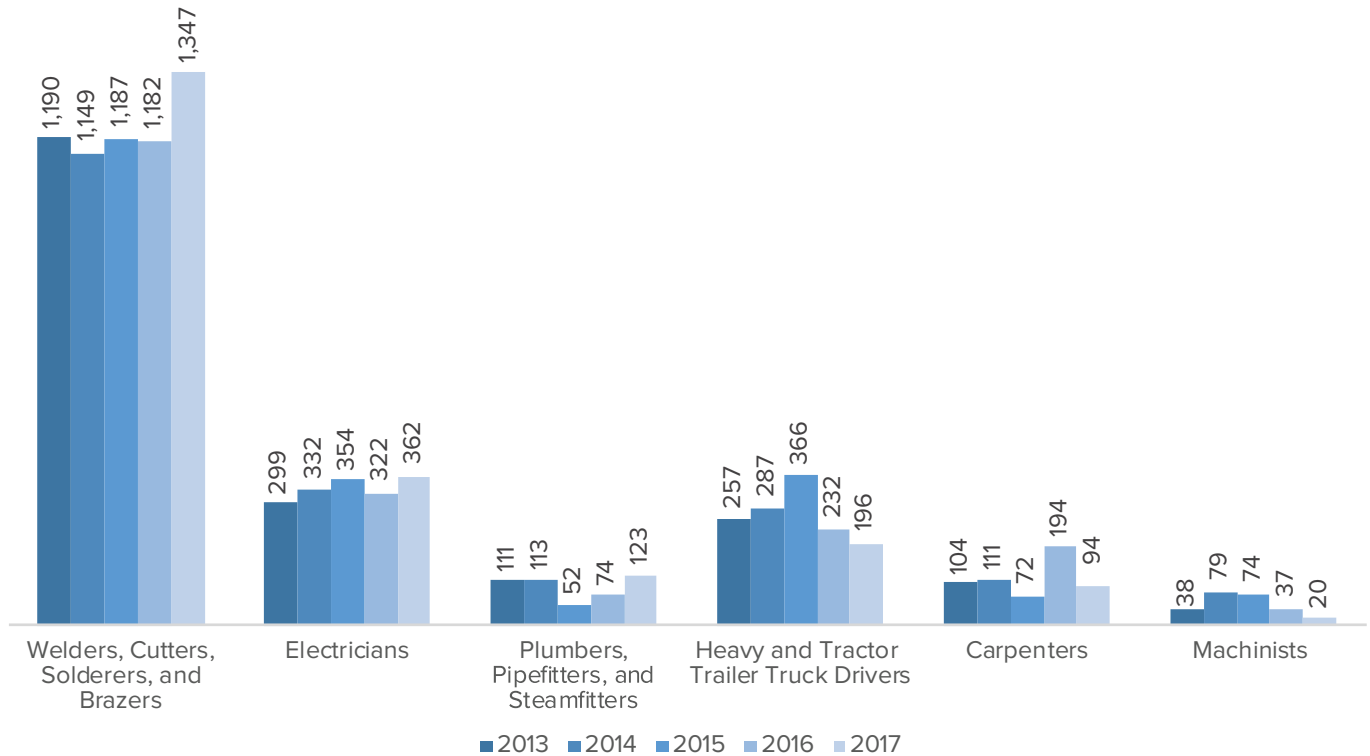
Source: Louisiana Workforce Commission

**Heavy Tractor Trailer Truck Drivers are the highest demand occupations in this report, yet there were 16 percent fewer completers in 2017 than in 2016.**

**Carpenters and Machinists are two occupations into which students should be steered over the next year. Although each has high demand, completions are down or stagnant.**



## CONSTRUCTION AND MANUFACTURING – COMPLETERS OVER TIME



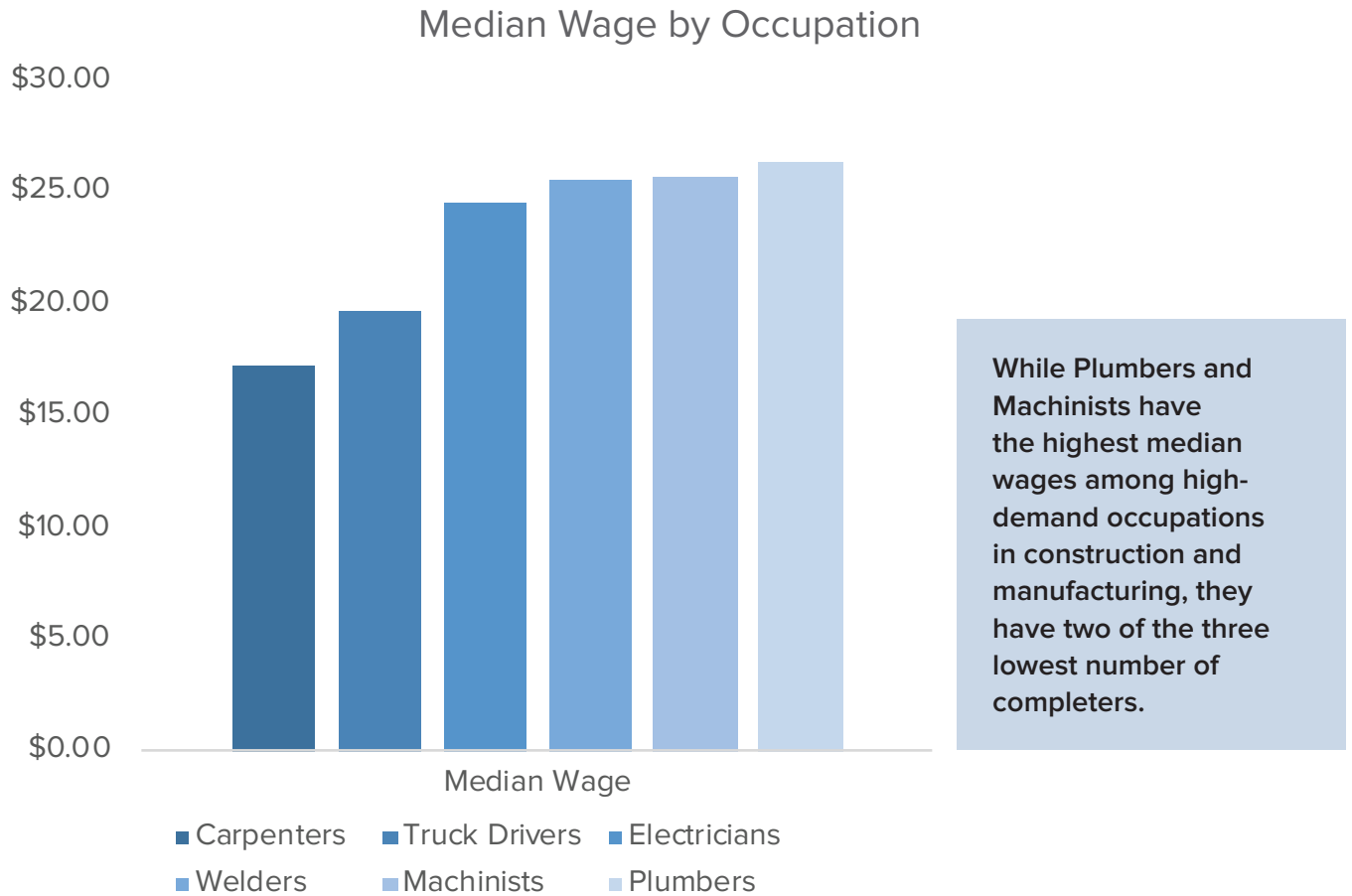
Source: Emsi

Three out of the five highest demand occupations had a five-year high in completers in 2017.

Heavy and Tractor Trailer Truck Drivers, the occupation with the most projected openings in 2019, do not have a training program at the Louisiana Community and Technical Colleges in the Capital Region.



## CONSTRUCTION AND MANUFACTURING – WAGE DATA



Source: Emsi, BRAC Analysis

Occupation Name	10th Percentile Wages	Median Hourly Wages	90th Percentile Wages
Carpenters	\$12.46	\$17.27	\$28.79
Heavy and Tractor Trailer Truck Drivers	\$12.95	\$19.66	\$29.23
Electricians	\$16.81	\$24.53	\$37.51
Welders, Cutters, Solderers, and Brazers	\$16.15	\$25.59	\$39.40
Machinists	\$16.22	\$25.68	\$35.76
Plumbers, Pipefitters, and Steamfitters	\$15.47	\$26.37	\$37.93





# PROFESSIONAL AND BUSINESS SERVICES OCCUPATIONS



## **PROFESSIONAL AND BUSINESS SERVICES OCCUPATIONS**

The professional and business services sector consists of businesses specializing in professional, scientific, and technical activities requiring a high level of expertise, including accounting, engineering, and legal services. Occupations in this sector include everything from Chemical Engineers to Financial Managers, supporting and providing services to a variety of industries and households.

**Professional and Business Services job seekers: Accountants and Auditors are in high demand, offer high wages, and have a decreasing number of completers in recent years.**



## PROFESSIONAL AND BUSINESS SERVICES EMPLOYMENT OVER TIME



Source: Emsi

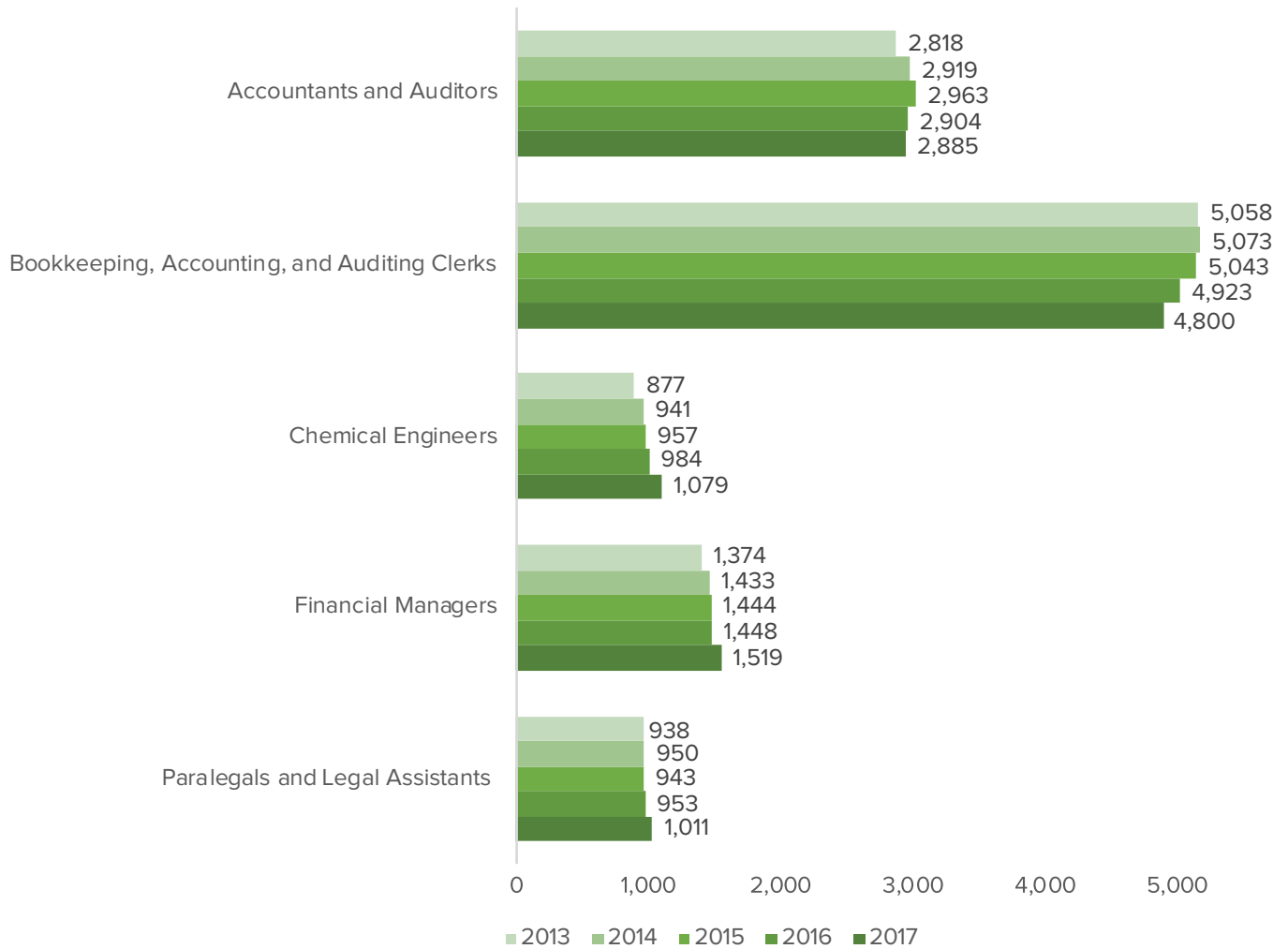
Professional and business services jobs saw steady growth post-recession, and passed pre-recession levels in 2017.

Professional and business services job growth accounted for 5.2 percent of all job growth in Baton Rouge from 2010 to 2017.



## CURRENT PROFESSIONAL AND BUSINESS SERVICES EMPLOYMENT

Professional and Business Services Jobs Over Time



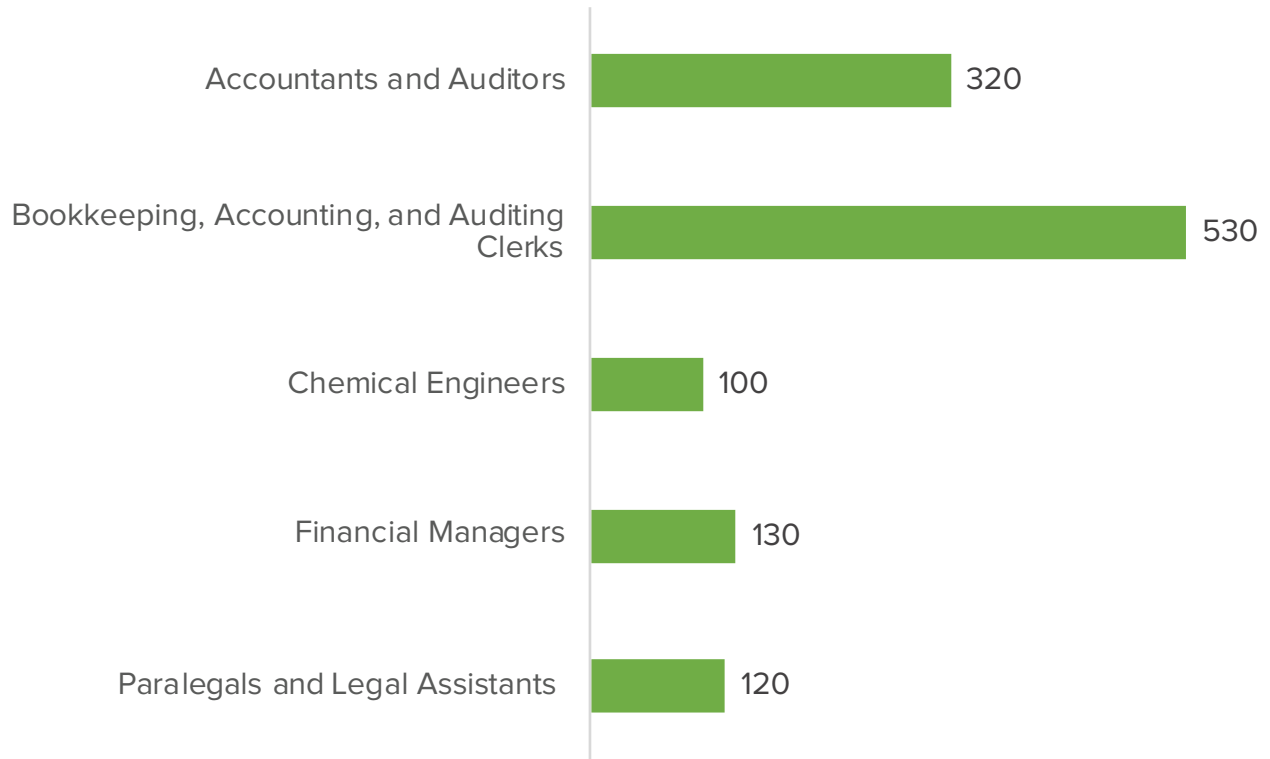
Source: Emsi, Louisiana Workforce Commission, BRAC Analysis

With the exception of Bookkeeping, Accounting, and Auditing Clerks, each of these occupations experienced net growth between 2013 and 2017.



## PROFESSIONAL AND BUSINESS SERVICES – PROJECTED OPENINGS

### 2019 Professional and Business Services Openings

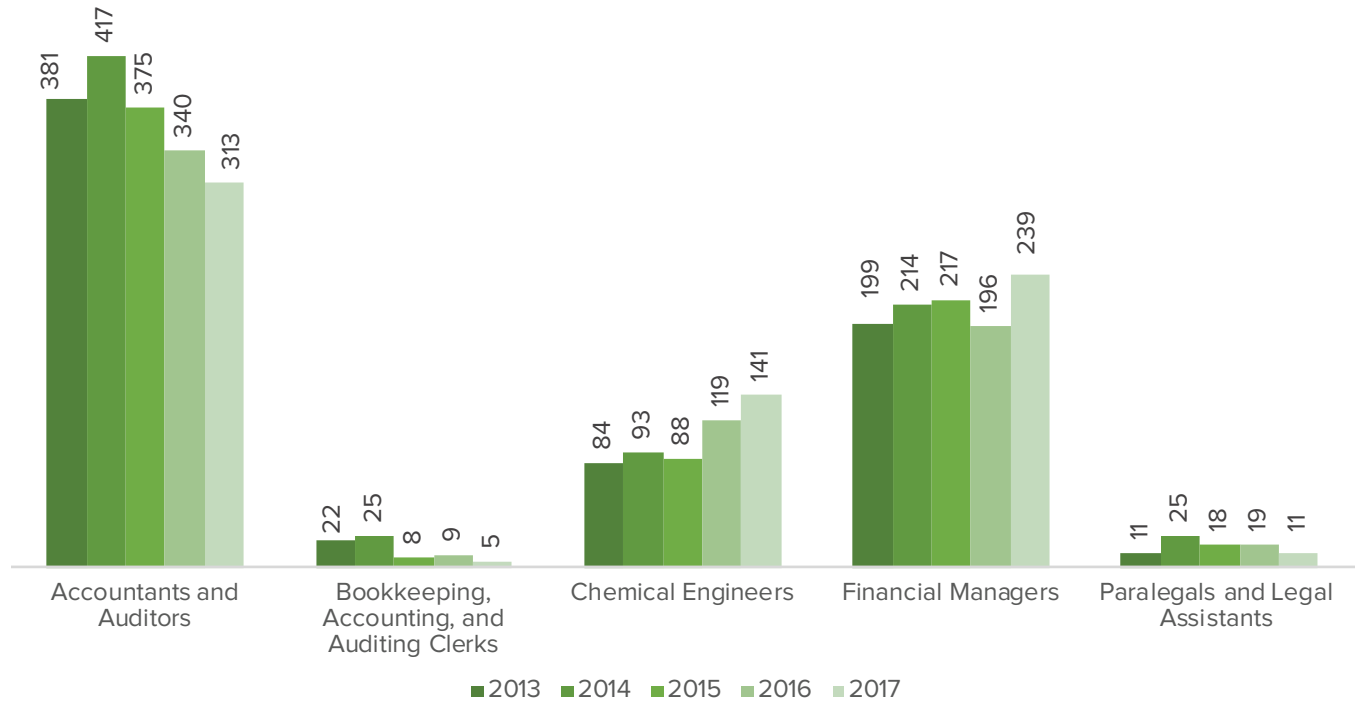


Source: Louisiana Workforce Commission

Of the highest demanded jobs in professional and business services, three – Accountants and Auditors, Chemical Engineers, and Financial Managers – require a four-year degree, making them more likely to be impacted by global competition.



## PROFESSIONAL AND BUSINESS SERVICES – COMPLETERS OVER TIME



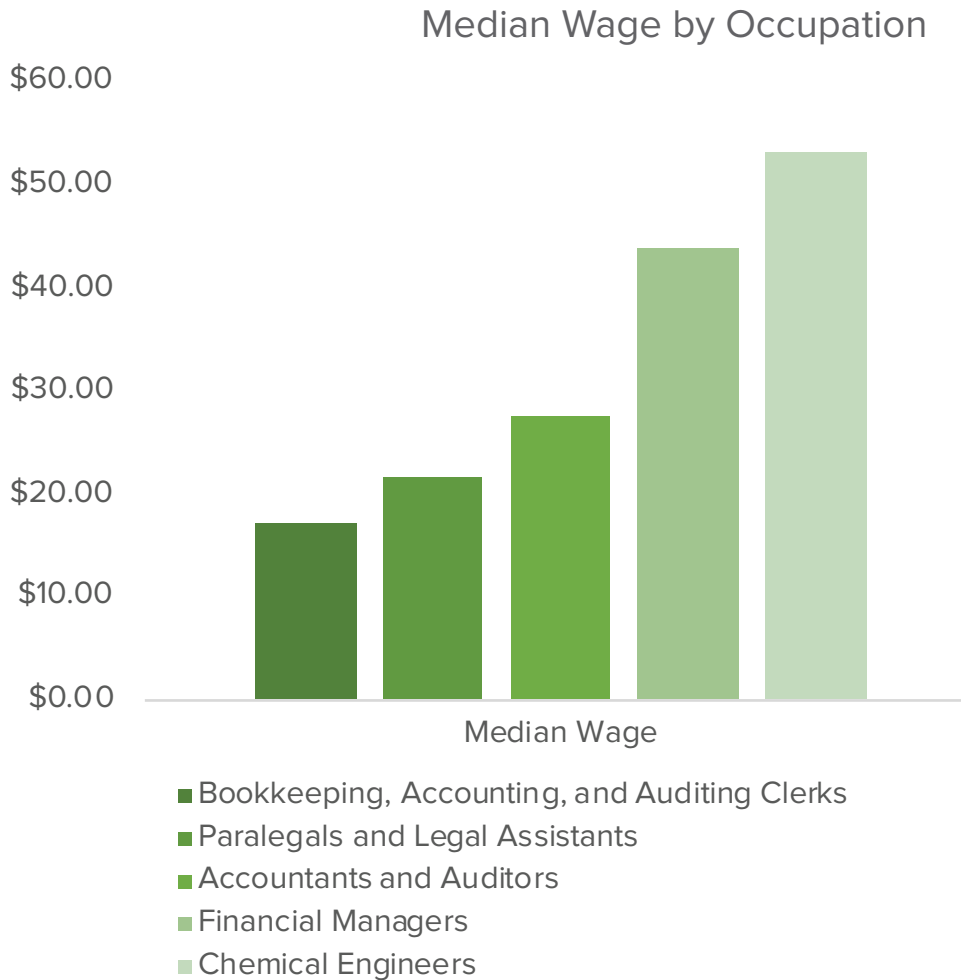
Source: Emsi, BRAC Analysis

Nationally, almost half of four-year college graduates move out of their home state by age 30, a rate much higher than those with an associate's degree or less. In 2015, 41 percent of those who migrated out of East Baton Rouge Parish had a bachelor's degree or higher. Therefore, it may be advisable to maintain a surplus of completers in occupations that require a bachelor's degree.

While there are a low number of completers for Bookkeeping, Accounting, and Auditing Clerks, as well as Paralegals and Legal Assistants, this does not necessarily indicate there is an unmet demand for these professions. There are no certification or licensure requirements for these occupations, and feedback from local accounting and law firms indicates that certificate and associate's degree programs are not considered mandatory.



## PROFESSIONAL AND BUSINESS SERVICES – WAGE DATA



Source: Emsi, BRAC Analysis

Occupation Name	10th Percentile Wages	Median Hourly Wages	90th Percentile Wages
Bookkeeping, Accounting, and Auditing Clerks	\$11.63	\$17.26	\$25.04
Paralegals and Legal Assistants	\$15.89	\$21.57	\$31.97
Accountants and Auditors	\$19.47	\$27.49	\$46.55
Financial Managers	\$28.63	\$43.84	\$82.76
Chemical Engineers	\$34.08	\$53.30	\$83.24



# HEALTH CARE OCCUPATIONS





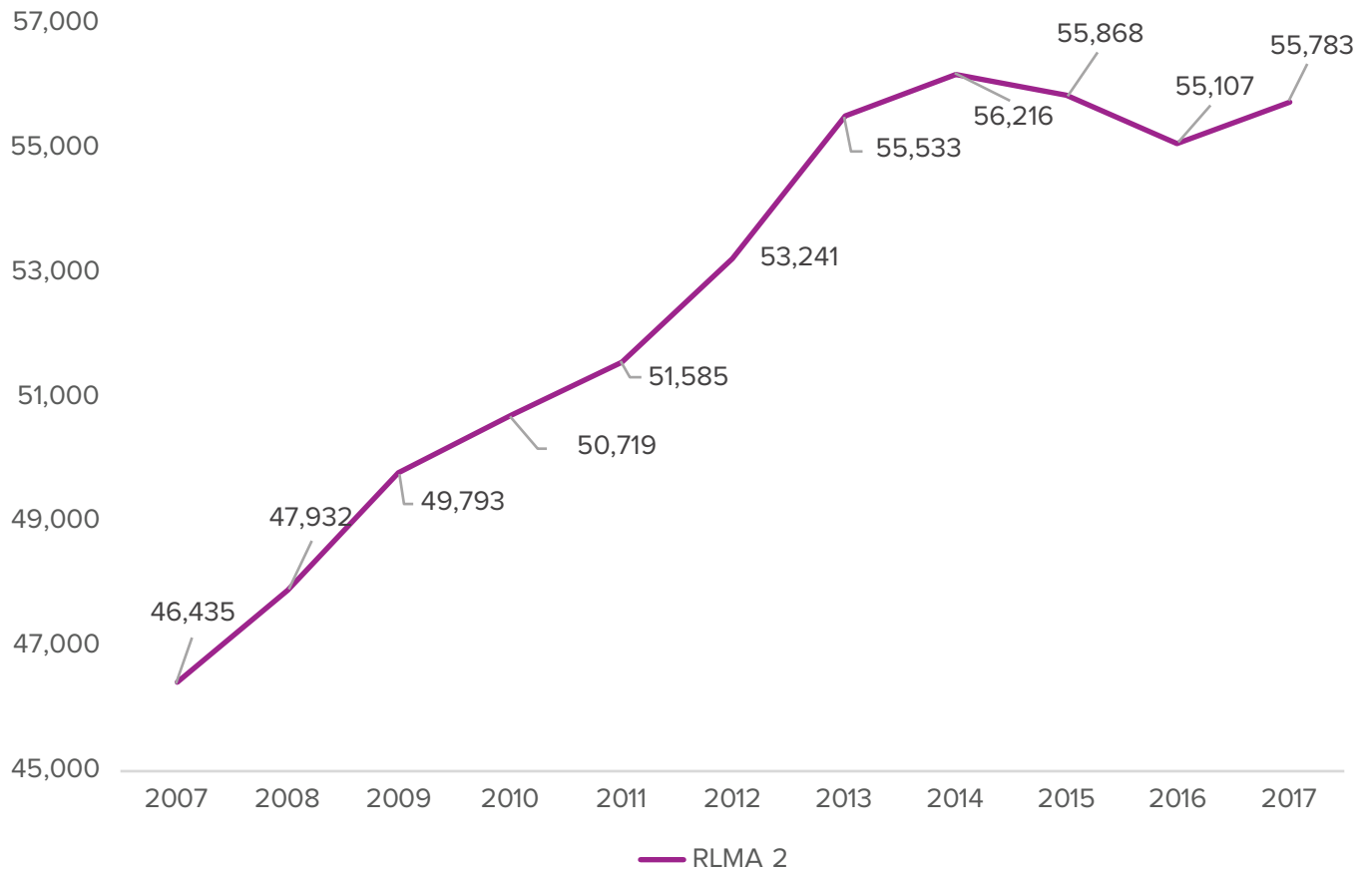
## HEALTH CARE OCCUPATIONS

The health care and social assistance sector includes establishments that provide health care and social assistance to individuals, including everything from hospitals to retirement communities. The occupations in this industry, such as Nursing Assistants, Physical Therapists, and Registered Nurses, require varying levels of training and education from certifications to MDs.

**Health care job seekers: Nurses are in high demand and offer high wages.**



## HEALTH CARE EMPLOYMENT OVER TIME



Source: Emsi

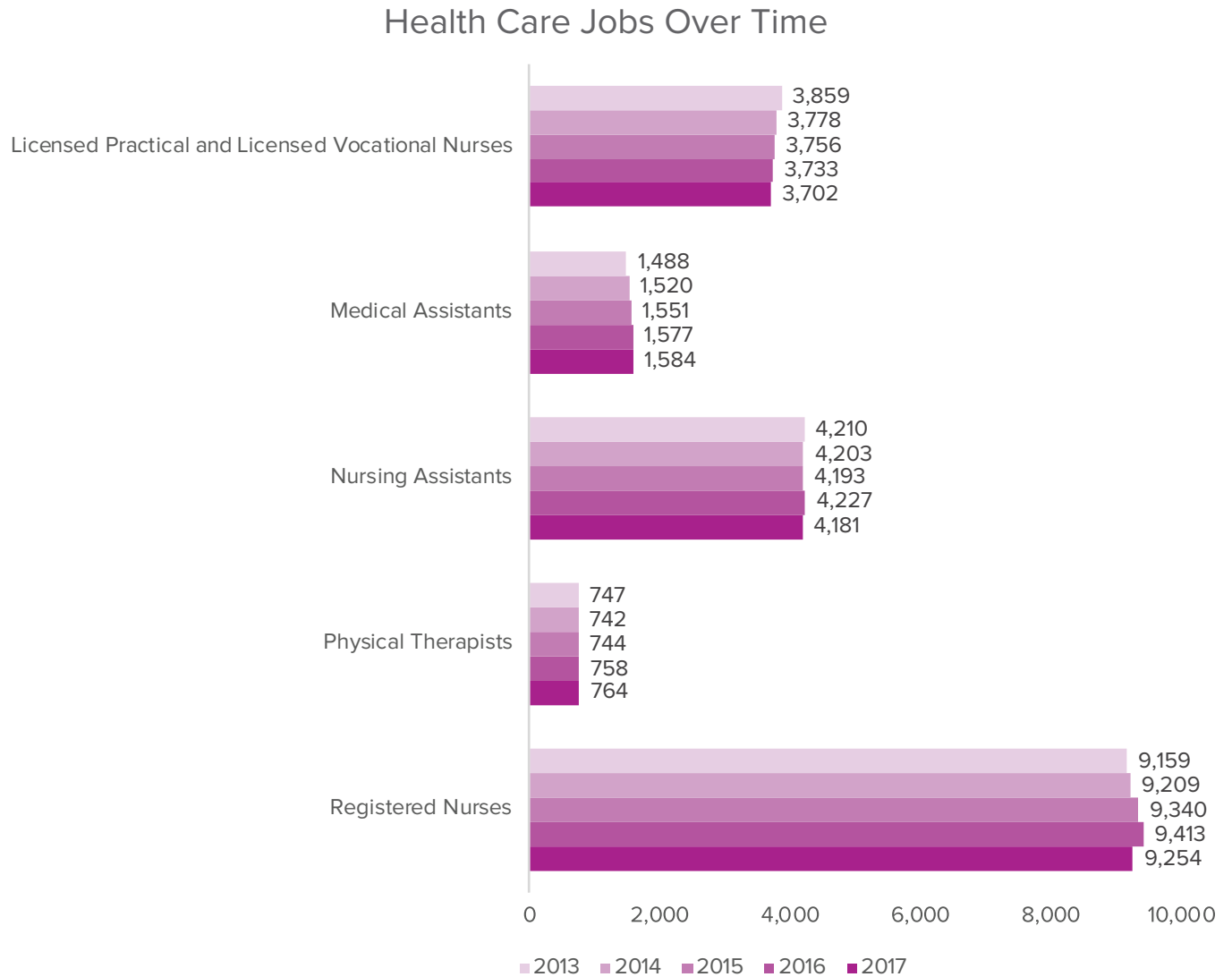
Health care and social assistance jobs did not decline as a result of the recession, but did experience a slight decline in 2015 and 2016.

Jobs in this industry account for around 13 percent of all jobs in the regional labor market area.

Health care and social assistance job growth accounted for over 17 percent of all job growth in Baton Rouge from 2010 to 2017.



## CURRENT HEALTH CARE EMPLOYMENT

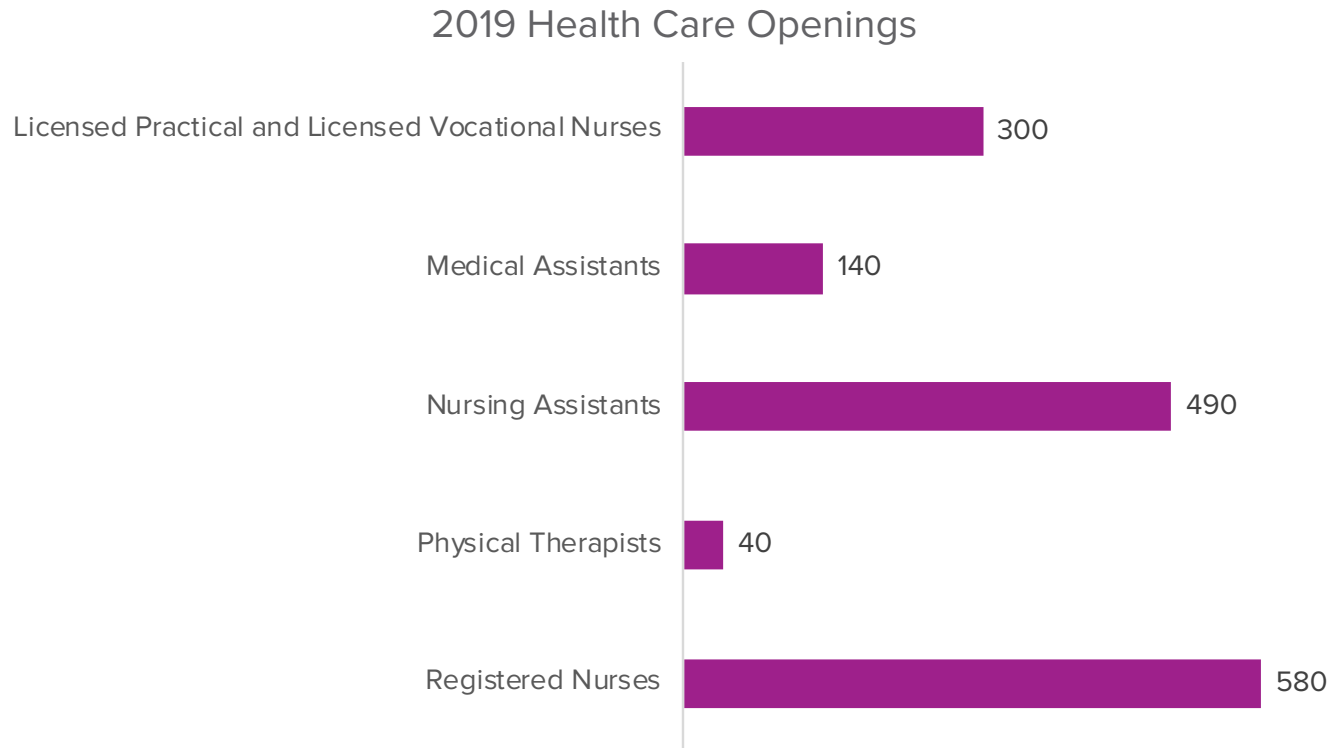


Source: Emsi, Louisiana Workforce Commission, BRAC Analysis

Three of these occupations – Medical Assistants, Physical Therapists and Registered Nurses – have grown in job numbers since 2013, though they have fluctuated each year.



## HEALTH CARE – PROJECTED OPENINGS

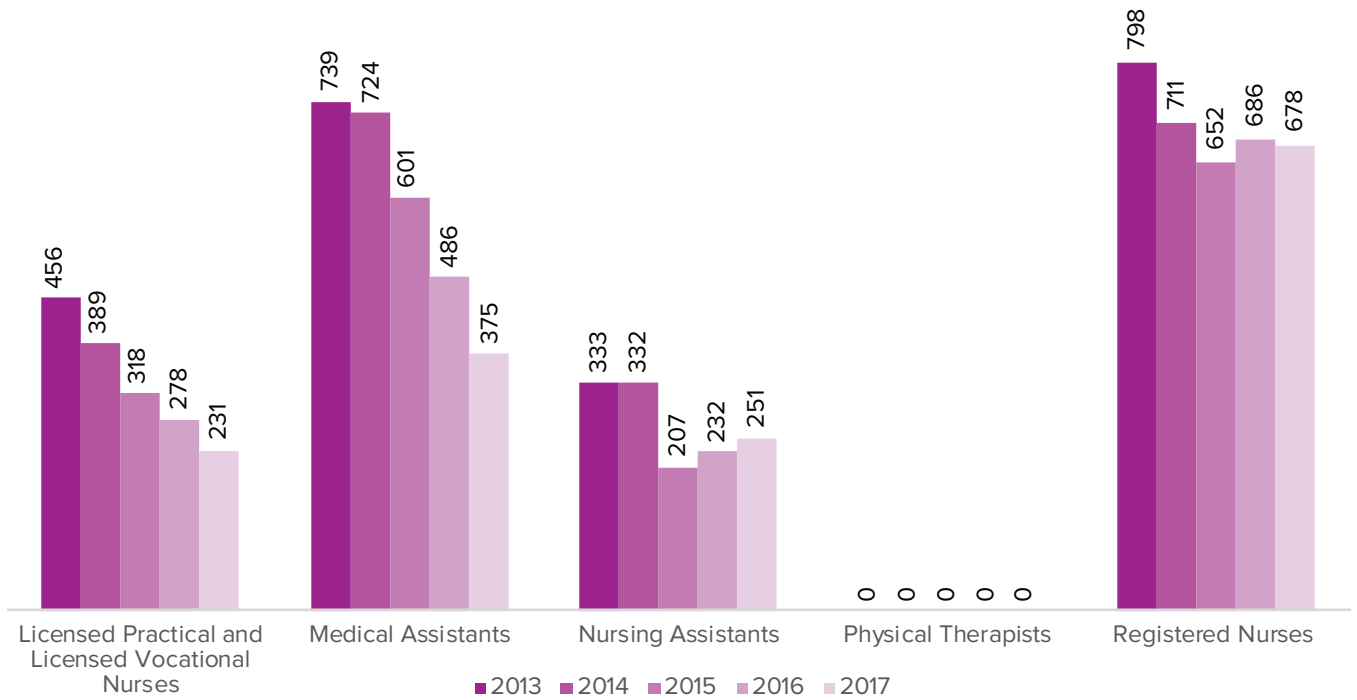


Source: Louisiana Workforce Commission

Nurses have shown a preference to work in urban, rather than rural, areas, which could hinder some Capital Region parishes' ability to meet their demand for RNs and other medical professionals. Additionally, because of the rising number of RNs now receiving bachelor's degrees, and the mobility associated with that level of educational attainment, it may be advantageous to maintain a surplus.



## HEALTH CARE – COMPLETERS OVER TIME

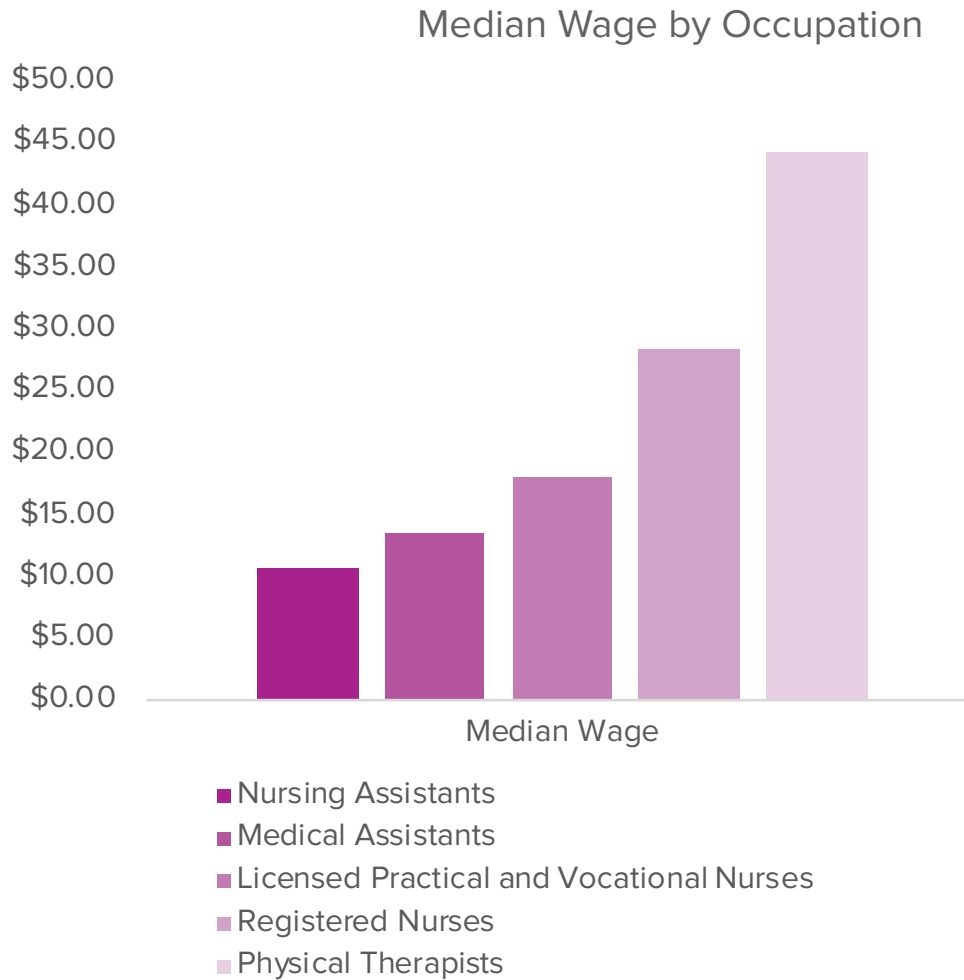


Source: Emsi, BRAC Analysis

The number of Physical Therapist completers is expected to grow, as the first Doctor of Physical Therapy program in Baton Rouge enrolled its inaugural class in Fall 2018.



## HEALTH CARE – WAGE DATA



Source: Emsi, BRAC Analysis

Occupation Name	10th Percentile Wages	Median Hourly Wages	90th Percentile Wages
Nursing Assistants	\$8.16	\$10.56	\$14.17
Medical Assistants	\$9.32	\$13.42	\$18.96
Licensed Practical and Vocational Nurses	\$14.21	\$18.02	\$23.64
Registered Nurses	\$21.09	\$28.25	\$38.54
Physical Therapists	\$25.08	\$44.34	\$62.99