

# Closing the Labor Supply & Demand Gap

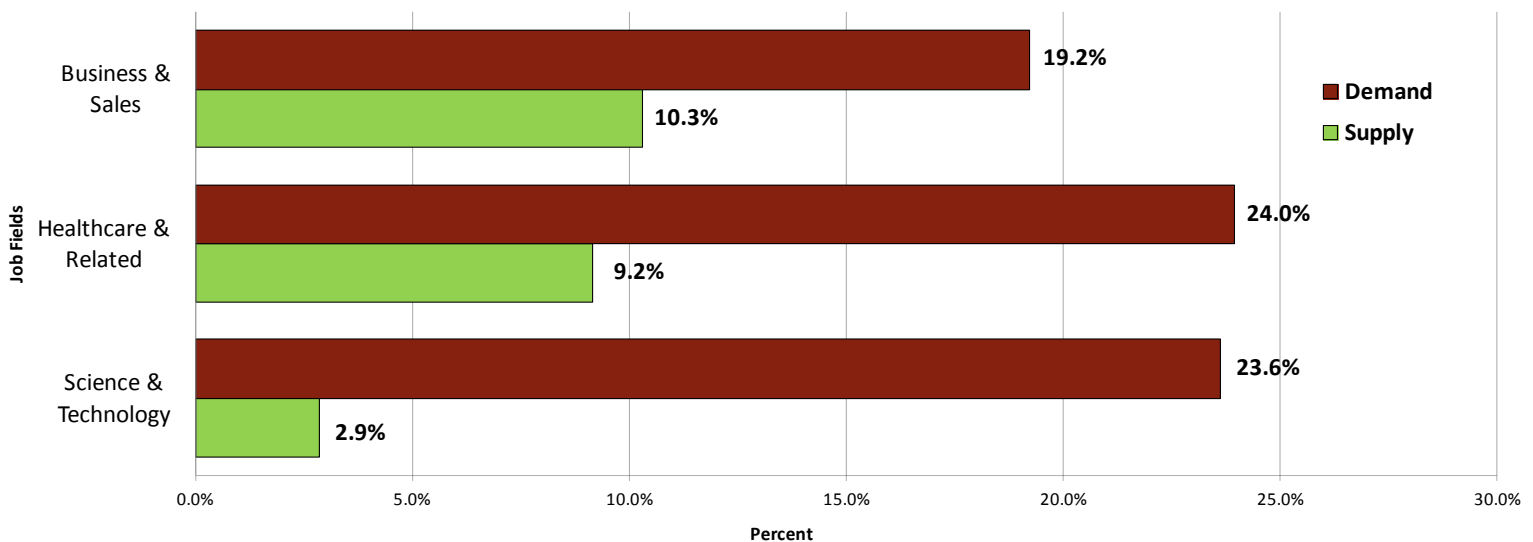


A disconnection between employers and job seekers is prevalent in Missouri. While certain occupations are in high demand, many job seekers are seeking employment in other fields. In 2013 there were 191,355 active job seekers in Missouri's workforce data system, 43% whom are registered in the unemployment insurance system. According to Burning Glass Technologies employers posted 167,454 online job ads during that time. While no dataset can fully capture both markets, it does offer information about the relative gaps present in different job fields. (*Missouri Labor Supply & Demand Analysis*, see Notes)

This report identifies occupations according to skill levels that are in high demand by employers. Skill levels are classified as NOW, NEXT, and LATER occupations. NOW occupations require a High School Diploma and/or one to twelve months short term on the job training. NEXT occupations usually require an Associate's Degree, Vocational certificate, or more than one year of on-the-job training with specific work experience. Occupations typically requiring a Bachelor's Degree or Professional Degree are known as LATER occupations.

Demand for labor in Business & Sales, Healthcare & Related, and Science & Technology is high throughout the state, while the supply of job seekers chasing these jobs is much less (see chart). There are several opportunities for job seekers to get jobs in Science & Technology, Healthcare & Related, & Business & Sales occupations, even at lower skill level. Each field contains occupations that require short to moderate-term skills and offer opportunities for career advancement.

**Missouri Labor Supply and Demand 2013 – Largest Gaps**



## **Business & Sales**

Occupations available in Business & Sales range from sales to some administrative jobs. Sales jobs have lower pay in low-skilled occupations. Employers are seeking workers with soft skills in customer service, communication, and organization in NOW occupations. NOW occupations in high demand are Retail Salespersons (\$20,300), Cashiers (\$18,600), and Insurance Sales Agents (\$38,700). Job seekers can progress into NEXT occupations by developing management skills to move into lower management occupations such as Retail Sales Supervisors (\$34,000), Purchasing Agents (\$55,700), or Human Resource Specialists (\$48,200). Job seekers who gain enough experience and education can move into LATER occupations working in upper management roles such as Financial Services Sales Agents (\$49,000), Accountants (\$55,200), or even Management Analysts (\$71,000).

## **Healthcare & Related**

Healthcare & Related occupations range from healthcare professions to personal care jobs. Employers are seeking workers who have soft skills in communication, organization, and planning. Two NOW occupations in high demand are Nursing Assistants (\$21,700) and Personal Care Aides (\$18,900). Both occupations require some short to moderate-term on-the-job-training. Specialized skills sought by employers in NOW occupations are patient care, vital signs measurement, and scheduling. Further education and training leads to employment in NEXT occupations like Registered Nurses (\$55,500) or Licensed Practical & Licensed Vocational Nurses (\$37,000). Job seekers who want to progress into LATER occupations should obtain professional degrees in order to become Critical Care Nurses (\$55,500) or Nurse Practitioners (\$86,400). Specialized skills sought by employers in NEXT & LATER occupations are patient care and treatment planning.

## **Science & Technology**

Most occupations in Science & Technology require degree or specialized training, making it difficult for low-skilled job seekers to obtain employment. Occupations range from Engineering to Information Technology (IT). Employers are looking for workers who possess soft skills in customer service, writing, organizational skills, and problem solving. Only one occupation requires short to moderate-term on-the-job training in Science & Technology, Computer User Support Specialists. Computer User Support Specialists, a NOW occupation, offers an average salary of \$43,100. It requires specialized skills in repair, technical support, and help desk support, all skills that transition into other IT occupations.

NEXT occupations in Science & Technology have a large array of IT and Technician opportunities. Employers are interested in recruits who have specialized skills in SQL, Adobe Products, and JAVA. Workers can transition into NEXT occupations with additional education and training. Computer User Support Specialists may gain skills and move up the pathway to Web Developers (\$55,300) or Web Administrators (\$81,800). NEXT occupations in time can become Applications Software Developers (\$83,400), a LATER occupation. NEXT and LATER occupations require candidates to have the same soft skills and similar specialized skills that Computer User Support Specialists have.

# Occupations with Most Job Ads by Region

Top occupations are distinguished by job ads with the most postings within each workforce investment area (WIA). Occupations are then organized by skill levels NOW, NEXT, and LATER for each job field.

## Kansas City WIA

According to Burning Glass, majority of job ads posted in the Kansas City WIA are available in Healthcare & Related occupations. Top occupations include Nursing Assistants, Registered Nurses, and Medical and Health Services Managers.

Kansas City Workforce Investment Area			
	Business & Sales	Healthcare & Related	Science & Technology
NOW	Retail Salespersons	Nursing Assistants	Computer User Support Specialists
	Sales Representatives, Wholesale and Manufacturing	Medical Assistants	
	Cashiers	Health Technologists And Technicians, All Other	
	Insurance Sales Agents	Personal Care Aides	
	Loan Officers	Childcare Workers	
NEXT	Supervisors Of Retail Sales Workers	Registered Nurses	Mechanical Drafters
	Human Resources Specialists	Licensed Practical And Licensed Vocational Nurses	Electronics Engineering Technicians
	Real Estate Sales Agents	Medical Records And Health Information Technicians	Web Administrators
	Purchasing Agents	Hairdressers, Hairstylists, And Cosmetologists	Drafters
	Business Operations Specialists, All Other	Medical And Clinical Laboratory Technicians	Computer Network Support Specialists
LATER	Accountants	Medical And Health Services Managers	Software Developers, Applications
	Sales Representatives, Technical And Scientific Products	Nurse Practitioners	Computer Systems Analysts
	Auditors	Physicians And Surgeons	Database Administrators
	Market Research Analysts And Marketing Specialists	Critical Care Nurses	Network And Computer Systems Administrators
	Management Analysts	Physical Therapists	Electrical Engineers

\* Now Occupations in Science & Technology have few jobs

## St. Louis WIA

Science & Technology workers are in high demand in the St. Louis WIA. Most of the job postings are comprised of IT occupations. These IT occupations include Computer User Support Specialists, Web Developers, and Applications Software Developers.

St. Louis Workforce Investment Area			
	Business & Sales	Healthcare & Related	Science & Technology
NOW	Retail Salespersons	Nursing Assistants	Computer User Support Specialists
	Sales Representatives, Wholesale and Manufacturing	Medical Assistants	
	Cashiers	Childcare Workers	
	Loan Officers	Pharmacy Technicians	
	Insurance Sales Agents	Fitness Trainers And Aerobics Instructors	
NEXT	Supervisors Of Retail Sales Workers	Registered Nurses	Web Developers
	Human Resources Specialists	Licensed Practical And Licensed Vocational Nurses	Information Security Analysts
	Purchasing Agents	Medical Records And Health Information Technicians	Document Management Specialists
	Business Operations Specialists, All Other	Hairdressers, Hairstylists, And Cosmetologists	Mechanical Drafters
	Real Estate Sales Agents	Medical And Clinical Laboratory Technicians	Video Game Designers
LATER	Accountants	Medical And Health Services Managers	Software Developers, Applications
	Management Analysts	Physical Therapists	Computer Systems Analysts
	Financial Analysts	Nurse Practitioners	Network And Computer Systems Administrators
	Auditors	Critical Care Nurses	Database Administrators
	Sales Representatives, Technical And Scientific Products	Physicians And Surgeons	Business Intelligence Analysts

\* Now Occupations in Science & Technology have few jobs

## Central WIA

Healthcare & Related workers are in high demand in the Central WIA. Top occupations include Nursing Assistants, Registered Nurses, and Medical and Health Services Managers. The next occupational group with most job ads available is Business & Sales. Top occupations include Retail Salespersons, Retail Sales Supervisors, and Management Analysts.

Central Workforce Investment Area			
	Business & Sales	Healthcare & Related	Science & Technology
NOW	Retail Salespersons	Nursing Assistants	Computer User Support Specialists
	Sales Representatives, Wholesale and Manufacturing	Personal Care Aides	
	Cashiers	Childcare Workers	
	Insurance Sales Agents	Medical Assistants	
	Loan Officers	Social And Human Service Assistants	
NEXT	Supervisors Of Retail Sales Workers	Registered Nurses	Web Developers
	Human Resources Specialists	Licensed Practical And Licensed Vocational Nurses	Electronics Engineering Technicians
	Business Operations Specialists, All Other	Hairdressers, Hairstylists, And Cosmetologists	Manufacturing Production Technicians
	Purchasing Agents	Physical Therapist Assistants	Telecommunications Engineering Specialists
	Real Estate Sales Agents	Medical Records And Health Information Technicians	Environmental Science And Protection Technicians
LATER	Management Analysts	Medical And Health Services Managers	Software Developers, Applications
	Supervisors Of Non-Retail Sales Workers	Physical Therapists	Computer Systems Analysts
	Sales Agents, Financial Services	Occupational Therapists	Network And Computer Systems Administrators
	Sales Representatives, Technical And Scientific Products	Speech-Language Pathologists	Database Administrators
	Accountants	Physicians And Surgeons	Chemists

\* Now Occupations in Science & Technology have few jobs

## Northeast WIA

Healthcare & Related occupations have the most job ads available in the Northeast WIA.

Northeast Workforce Investment Area			
	Business & Sales	Healthcare & Related	Science & Technology
NOW	Retail Salespersons	Nursing Assistants	Computer User Support Specialists
	Sales Representatives, Wholesale and Manufacturing	Childcare Workers	
	Cashiers	Social And Human Service Assistants	
	Insurance Sales Agents	Personal Care Aides	
	Parts Salespersons	Home Health Aides	
NEXT	Supervisors Of Retail Sales Workers	Registered Nurses	Engineering Technicians, Except Drafters
	Human Resources Specialists	Licensed Practical And Licensed Vocational Nurses	Life, Physical , & Social Science Technicians
	Buyers And Purchasing Agents, Farm Products	Hairdressers, Hairstylists, And Cosmetologists	Drafters
	Claims Adjusters, Appraisers, Examiners, & Investigators	Occupational Therapy Assistants	
	Real Estate Brokers & Sales Agents	Physical Therapist Assistants	
LATER	Sales Agents, Financial Services	Medical And Health Services Managers	Civil Engineers
	Supervisors Of Non-Retail Sales Workers	Occupational Therapists	Computer Systems Analysts
	Sales Representatives, Technical And Scientific Products	Physical Therapists	Software Developers, Applications
	Accountants	Speech-Language Pathologists	Electrical Engineers
	Training And Development Specialists	Physicians And Surgeons	Computer Systems Engineers/Architects

\* Now & Next Occupations in Science & Technology have few jobs

## Northwest WIA

Healthcare & Related occupations have the most job ads available in the Northwest WIA. Top occupations include Nursing Assistants, Registered Nurses, and Guidance Counselors. Business & Sales occupations with the most job ads include Retail Salespersons, Retail Sales Supervisors, and Financial Sales Agents.

Northwest Workforce Investment Area			
	Business & Sales	Healthcare & Related	Science & Technology
NOW	Retail Salespersons	Nursing Assistants	Computer User Support Specialists
	Sales Representatives, Wholesale and Manufacturing	Personal Care Aides	
	Cashiers	Childcare Workers	
	Insurance Sales Agents	Nonfarm Animal Caretakers	
	Advertising Sales Agents	Home Health Aides	
NEXT	Supervisors Of Retail Sales Workers	Registered Nurses	Engineering Technicians, Except Drafters
	Human Resources Specialists	Licensed Practical And Licensed Vocational Nurses	Life, Physical, and Social Science Technicians, All Other
	Purchasing Agents	Medical Records And Health Information Technicians	Web Developers
	Real Estate Sales Agents	Health Technologists And Technicians	Agricultural & Food Science Technicians
	Insurance Adjusters, Examiners, And Investigators	Medical And Clinical Laboratory Technicians	
LATER	Sales Agents, Financial Services	Educational, Guidance, School, And Vocational Counselors	Medical Scientists, Except Epidemiologists
	Market Research Analysts And Marketing Specialists	Mental Health Counselors	Database Administrators
	Supervisors Of Non-Retail Sales Workers	Health Educators	Computer Systems Analysts
	Accountants	Social Workers	Industrial Engineers
	Meeting, Convention, And Event Planners	Healthcare Social Workers	Civil Engineers

\* Now & Next Occupations in Science & Technology have few jobs

## Ozark WIA

A large amount of job ads posted for Science & Technology occupations are found in the Ozark WIA. Top occupations include Computer User Support Specialists, Electronics Engineering Technicians, and Applications Software Developers.

Ozark Workforce Investment Area			
	Business & Sales	Healthcare & Related	Science & Technology
NOW	Retail Salespersons	Nursing Assistants	Computer User Support Specialists
	Sales Representatives, Wholesale and Manufacturing	Medical Assistants	
	Cashiers	Personal Care Aides	
	Insurance Sales Agents	Childcare Workers	
	Sales Representatives, Services	Pharmacy Technicians	
NEXT	Supervisors Of Retail Sales Workers	Registered Nurses	Electronics Engineering Technicians
	Real Estate Sales Agents	Licensed Practical And Licensed Vocational Nurses	Manufacturing Production Technicians
	Purchasing Agents	Health Technologists And Technicians	Information Security Analysts
	Business Operations Specialists	Medical And Clinical Laboratory Technicians	Quality Control Analysts
	Claims Examiners, Property And Casualty Insurance	Medical Records And Health Information Technicians	Civil Drafters
LATER	Sales Representatives, Technical And Scientific Products	Medical And Health Services Managers	Software Developers, Applications
	Accountants	Occupational Therapists	Computer Systems Analysts
	Supervisors Of Non-Retail Sales Workers	Nurse Practitioners	Network And Computer Systems Administrators
	Market Research Analysts And Marketing Specialists	Physical Therapists	Computer Programmers
	Personal Financial Advisors	Physician Assistants	Database Administrators

\* Now Occupations in Science & Technology have few jobs



## South Central WIA

Healthcare & Related workers are in high demand in the South Central WIA. Top occupations employers are hiring for are Nursing Assistants, Registered Nurses, and Physicians and Surgeons.

South Central Workforce Investment Area			
	Business & Sales	Healthcare & Related	Science & Technology
NOW	Retail Salespersons	Nursing Assistants	Computer User Support Specialists
	Sales Representatives, Services	Personal Care Aides	
	Cashiers	Home Health Aides	
	Insurance Sales Agents	Pharmacy Technicians	
	Other Sales & Related Workers	Medical Assistants	
NEXT	Supervisors Of Retail Sales Workers	Registered Nurses	Life, Physical, & Social Science Technicians
	Human Resources Specialists	Licensed Practical And Licensed Vocational Nurses	
	Real Estate Sales Agents	Occupational Therapy Assistants	
		Physical Therapist Assistants	
		Medical Records And Health Information Technicians	
LATER	Sales Agents, Financial Services	Physicians And Surgeons	Industrial & Manufacturing Engineers
	Accountants	Speech-Language Pathologists	Database & Systems Administrators
	Personal Financial Advisors	Physical Therapists	Computer Occupations, All Other
	Meeting, Convention, And Event Planners	Medical And Health Services Managers	Engineers, All Other
	Management Analysts	Occupational Therapists	Software Developers & Programmers

\* Now & Next Occupations in Science & Technology have few jobs

\* Next Occupations in Business & Sales have few jobs

# Southeast WIA

Healthcare & Related occupations make up majority of the job ads posted for the Southeast WIA.

Southeast Workforce Investment Area			
	Business & Sales	Healthcare & Related	Science & Technology
NOW	Retail Salespersons	Nursing Assistants	Computer User Support Specialists
	Sales Representatives, Wholesale and Manufacturing	Personal Care Aides	
	Cashiers	Childcare Workers	
	Insurance Sales Agents	Medical Assistants	
	Other Sales & Related Workers	Pharmacy Technicians	
NEXT	Supervisors Of Retail Sales Workers	Registered Nurses	Drafters, Engineering & Mapping Technicians
	Business Operations Specialists	Licensed Practical And Licensed Vocational Nurses	Life, Physical, & Social Science Technicians
	Purchasing Agents	Hairdressers, Hairstylists, And Cosmetologists	
	Buyers And Purchasing Agents, Farm Products	Occupational Therapy Assistants	
	Real Estate Sales Agents	Physical Therapist Assistants	
LATER	Sales Agents, Financial Services	Medical And Health Services Managers	Computer Occupations, All Other
	Accountants	Occupational Therapists	Civil Engineers
	Meeting, Convention, And Event Planners	Physicians And Surgeons	Software Developers & Programmers
	Sales Representatives, Technical And Scientific Products	Physical Therapists	Database & Systems Administrators
	Logistics Analysts	Speech-Language Pathologists	Computer Systems Analysts

\* Now & Next Occupations in Science & Technology have few jobs

## Southwest WIA

There is large amount of job ads are available for Engineers and IT workers in the Southwest WIA. Top occupations include Computer User Support Specialists, Engineering Technicians, and Civil Engineers.

Southwest Workforce Investment Area			
	Business & Sales	Healthcare & Related	Science & Technology
NOW	Retail Salespersons	Nursing Assistants	Computer User Support Specialists
	Sales Representatives, Wholesale and Manufacturing	Personal Care Aides	
	Cashiers	Childcare Workers	
	Insurance Sales Agents	Medical Assistants	
	Telemarketers	Pharmacy Technicians	
NEXT	Supervisors Of Retail Sales Workers	Registered Nurses	Engineering Technicians, Except Drafters
	Human Resources Specialists	Licensed Practical And Licensed Vocational Nurses	Life, Physical, & Social Science Technicians
	Buyers And Purchasing Agents, Farm Products	Hairdressers, Hairstylists, And Cosmetologists	Drafters
	Business Operations Specialists, All Other	Emergency Medical Technicians And Paramedics	
	Claims Adjusters, Appraisers, Examiners, & Investigators	Medical Records And Health Information Technicians	
LATER	Sales Agents, Financial Services	Medical And Health Services Managers	Civil Engineers
	Meeting, Convention, And Event Planners	Occupational Therapists	Software Developers, Applications
	Accountants	Speech-Language Pathologists	Computer Programmers
	Supervisors Of Non-Retail Sales Workers	Physical Therapists	Computer Systems Analysts
	Logistics Analysts	Nurse Practitioners	Electrical Engineers

\* Now & Next Occupations in Science & Technology have few jobs

# West Central WIA

Demand for Healthcare & Related workers is high in the West Central WIA.

West Central Workforce Investment Area			
	Business & Sales	Healthcare & Related	Science & Technology
NOW	Retail Salespersons	Nursing Assistants	Computer User Support Specialists
	Sales Representatives, Wholesale and Manufacturing	Personal Care Aides	
	Cashiers	Social And Human Service Assistants	
	Insurance Sales Agents	Medical Assistants	
	Tax Preparers	Childcare Workers	
NEXT	Supervisors Of Retail Sales Workers	Registered Nurses	Drafters, Engineering Technicians, & Mapping Technicians
	Human Resources Specialists	Licensed Practical And Licensed Vocational Nurses	Life, Physical, & Social Science Technicians
	Meeting, Convention, And Event Planners	Occupational Therapy Assistants	
	Loan Officers	Hairdressers, Hairstylists, And Cosmetologists	
	Training And Development Specialists	Emergency Medical Technicians And Paramedics	
LATER	Logistics Analysts	Medical And Health Services Managers	Computer Network Architects
	Sales Agents, Financial Services	Physical Therapists	Mechanical Engineers
	Supervisors Of Non-Retail Sales Workers	Occupational Therapists	Network And Computer Systems Administrators
	Personal Financial Advisors	Speech-Language Pathologists	Software Developers, Applications
	Sales Representatives, Technical And Scientific Products	Physicians And Surgeons	Industrial Engineers

\* Now & Next Occupations in Science & Technology have few jobs

**Notes:**

Burning Glass Technologies, Labor/Insight tool: Data for this analysis has been extracted using Burning Glass Technologies, Labor/Insight™ tool that collects information from over 17,000 web sources, including job boards, newspapers, large and small employer websites. Missouri Economic Research and Information Center (MERIC) uses this data to compile and publish reports for the State and Labor Market Regions. While this analysis presents a broad picture of hiring activity and serves as a measure of labor demand, it does not capture openings that are filled through other networks.

Missouri Labor Supply & Demand Analysis: ([http://www.missourieconomy.org/pdfs/statewide\\_labor\\_supply\\_n\\_demand\\_analysis.pdf](http://www.missourieconomy.org/pdfs/statewide_labor_supply_n_demand_analysis.pdf))