



WS 19-08 Change 2
Release Date: March 2, 2021
Effective Date: Immediately
Employer Service, Basic and Expanded Service, Financial Aid
Expires: Continuing

TO: All Contractors

FROM: Mike Temple
Brenda Williams
Dorian Cockrell

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 1.

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 2018-2028 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. 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. [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 117 occupations
- The 15 occupations noted below are new to the High-Skill, High-Growth list

SOC	Occupational Title
13-1111	Management Analysts
13-1161	Market Research Analysts and Marketing Specialists
13-2082	Tax Preparers
15-1122	Information Security Analysts
15-1151	Computer User Support Specialists
17-1011	Architects, Except Landscape and Naval
19-2031	Chemists
29-1215	Family and General Practitioners (on previous list but has new code)
41-9031	Sales Engineers
43-3021	Billing and Posting Clerks
47-1011	Supervisors of Construction and Extraction Workers
47-2031	Carpenters
47-2171	Reinforcing Iron and Rebar Workers
47-5012	Rotary Drill Operators, Oil and Gas
53-5021	Captains, Mates, and Pilots of Water Vessels

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 708 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.

We are in the process of updating our materials to reflect the 2016-2026 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 2021 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](#).