

Western Technical College

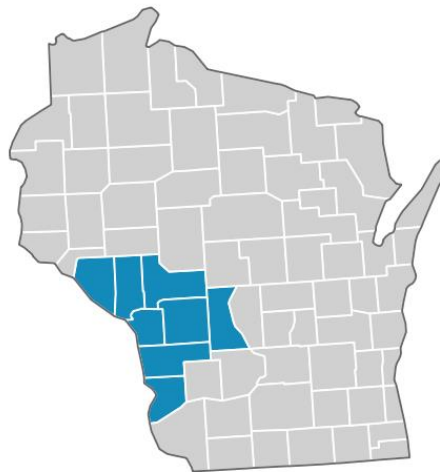


400 Seventh Street
La Crosse, Wisconsin 54601
608.785.9200

Business Management Program Occupation Report

June 2014

Western Technical College District



Report Info

Dataset Version	2014.2 Class of Worker
Class of Worker Categories	QCEW Employees + Non-QCEW Employees + Self-Employed
Timeframe	2015 - 2019
Region Name	Western Technical College District
Region Description	Western district counties
Counties	

Buffalo, WI (55011)	Crawford, WI (55023)	Jackson, WI (55053)
Juneau, WI (55057)	La Crosse, WI (55063)	Monroe, WI (55081)
Trempealeau, WI (55121)	Vernon, WI (55123)	

Occupation Group

General and Operations Managers (11-1021)
Advertising and Promotions Managers (11-2011)
Marketing Managers (11-2021)
Sales Managers (11-2022)
Public Relations and Fundraising Managers (11-2031)
Administrative Services Managers (11-3011)
Industrial Production Managers (11-3051)
Purchasing Managers (11-3061)
Transportation, Storage, and Distribution Managers (11-3071)
Gaming Managers (11-9071)
Lodging Managers (11-9081)
Medical and Health Services Managers (11-9111)
Property, Real Estate, and Community Association Managers (11-9141)
Social and Community Service Managers (11-9151)
Managers, All Other (11-9199)
Buyers and Purchasing Agents, Farm Products (13-1021)
Wholesale and Retail Buyers, Except Farm Products (13-1022)
Purchasing Agents, Except Wholesale, Retail, and Farm Products (13-1023)
Human Resources Specialists (13-1071)
Labor Relations Specialists (13-1075)

Meeting, Convention, and Event Planners (13-1121)

Business Operations Specialists, All Other (13-1199)

First-Line Supervisors of Food Preparation and Serving Workers (35-1012)

First-Line Supervisors of Housekeeping and Janitorial Workers (37-1011)

First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers (37-1012)

First-Line Supervisors of Personal Service Workers (39-1021)

First-Line Supervisors of Retail Sales Workers (41-1011)

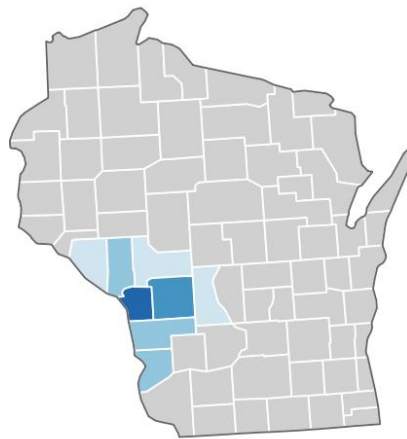
First-Line Supervisors of Non-Retail Sales Workers (41-1012)

First-Line Supervisors of Office and Administrative Support Workers (43-1011)

Customer Service Representatives (43-4051)

First-Line Supervisors of Production and Operating Workers (51-1011)

Job Distribution



Overview

Annual Openings Estimate (2014)	494
Related Completions (2012)	547
Current Job Postings	N/A for Multiple Codes

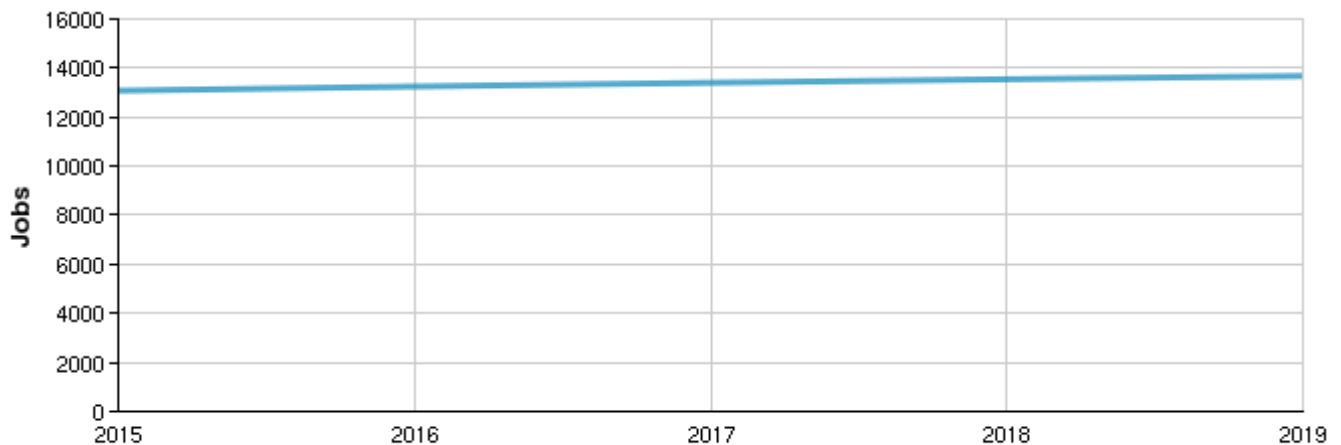
Gender		
Male	51%	
Female	49%	

Age		
14-18	1%	
19-24	8%	
25-44	41%	
45-64	47%	
65+	3%	

12,896 Jobs (2014) National Location Quotient: 0.86	4.6% % Change (2015-2019) Nation: 4.0%	\$21.62/hr Median Earnings Nation: \$27.48/hr
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Western Technical College District | Growth

13,079 2015 Jobs	13,677 2019 Jobs	598 Change (2015-2019)	4.6% % Change (2015-2019)
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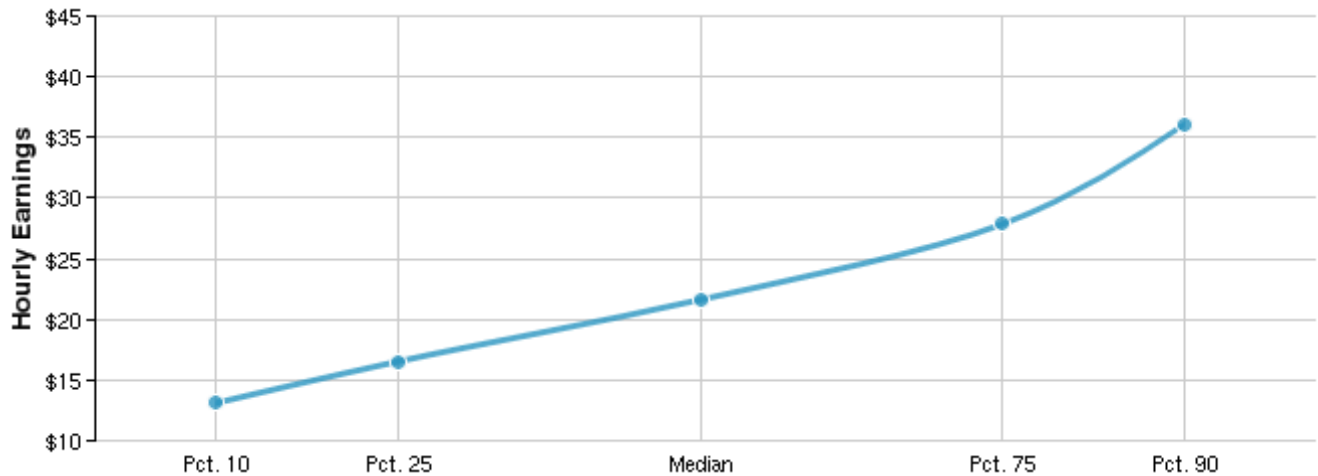


Occupation	2015 Jobs	2019 Jobs	Change	% Change
Lodging Managers (11-9081)	51	43	-8	-16%
Customer Service Representatives (43-4051)	2,394	2,530	136	6%
Transportation, Storage, and Distribution Managers (11-3071)	115	123	8	7%
First-Line Supervisors of Food Preparation and Serving Workers (35-1012)	692	745	53	8%
First-Line Supervisors of Personal Service Workers (39-1021)	176	182	6	3%
Marketing Managers (11-2021)	83	89	6	7%
Industrial Production Managers (11-3051)	279	283	4	1%
Sales Managers (11-2022)	276	287	11	4%
General and Operations Managers (11-1021)	1,407	1,503	96	7%
First-Line Supervisors of Retail Sales Workers (41-1011)	1,506	1,565	59	4%
Business Operations Specialists, All Other (13-1199)	1,081	1,105	24	2%
Medical and Health Services Managers (11-9111)	376	417	41	11%
First-Line Supervisors of Non-Retail Sales Workers (41-1012)	239	248	9	4%
First-Line Supervisors of Housekeeping and Janitorial Workers (37-1011)	200	202	2	1%
Property, Real Estate, and Community Association Managers (11-9141)	84	86	2	2%
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers (37-1012)	86	92	6	7%
Managers, All Other	539	552	13	2%

Occupation	2015 Jobs	2019 Jobs	Change	% Change
(11-9199)				
Human Resources Specialists (13-1071)	427	437	10	2%
First-Line Supervisors of Production and Operating Workers (51-1011)	924	940	16	2%
Gaming Managers (11-9071)	2	2	0	0%
Purchasing Managers (11-3061)	76	77	1	1%
Public Relations and Fundraising Managers (11-2031)	20	22	2	10%
Labor Relations Specialists (13-1075)	64	50	-14	-22%
Meeting, Convention, and Event Planners (13-1121)	54	62	8	15%
Buyers and Purchasing Agents, Farm Products (13-1021)	15	15	0	0%
Wholesale and Retail Buyers, Except Farm Products (13-1022)	119	123	4	3%
First-Line Supervisors of Office and Administrative Support Workers (43-1011)	1,160	1,232	72	6%
Social and Community Service Managers (11-9151)	149	161	12	8%
Purchasing Agents, Except Wholesale, Retail, and Farm Products (13-1023)	307	314	7	2%
Administrative Services Managers (11-3011)	161	174	13	8%
Advertising and Promotions Managers (11-2011)	15	15	0	0%

Western Technical College District | Percentile Earnings

\$13.11/hr 10th Percentile Earnings	\$21.62/hr Median Earnings	\$36.05/hr 90th Percentile Earnings
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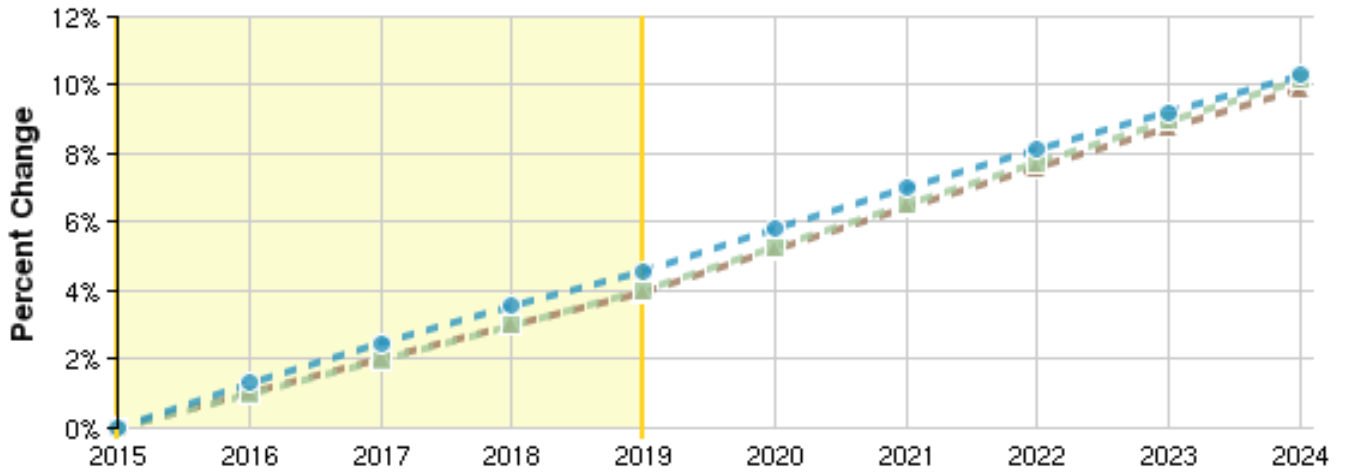


Occupation	10th Percentile Earnings	Median Earnings	90th Percentile Earnings
Lodging Managers (11-9081)	\$14.84	\$19.24	\$28.59
Customer Service Representatives (43-4051)	\$9.15	\$13.59	\$20.35
Transportation, Storage, and Distribution Managers (11-3071)	\$21.74	\$33.55	\$58.79
First-Line Supervisors of Food Preparation and Serving Workers (35-1012)	\$8.35	\$12.79	\$19.30
First-Line Supervisors of Personal Service Workers (39-1021)	\$11.46	\$14.94	\$21.37
Marketing Managers (11-2021)	\$20.49	\$38.69	\$66.92
Industrial Production Managers (11-3051)	\$25.34	\$39.06	\$63.62
Sales Managers (11-2022)	\$21.18	\$36.96	\$70.76
General and Operations Managers (11-1021)	\$18.05	\$35.43	\$76.41
First-Line Supervisors of Retail Sales Workers (41-1011)	\$9.44	\$13.58	\$21.01
Business Operations Specialists, All Other (13-1199)	\$10.53	\$24.09	\$38.01
Medical and Health Services	\$27.20	\$39.03	\$57.37

Occupation	10th Percentile Earnings	Median Earnings	90th Percentile Earnings
Managers (11-9111)			
First-Line Supervisors of Non-Retail Sales Workers (41-1012)	\$11.34	\$15.52	\$24.48
First-Line Supervisors of Housekeeping and Janitorial Workers (37-1011)	\$9.52	\$14.77	\$21.15
Property, Real Estate, and Community Association Managers (11-9141)	\$15.59	\$22.91	\$42.54
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers (37-1012)	\$11.65	\$15.59	\$22.10
Managers, All Other (11-9199)	\$15.88	\$23.68	\$34.98
Human Resources Specialists (13-1071)	\$14.85	\$23.92	\$36.27
First-Line Supervisors of Production and Operating Workers (51-1011)	\$13.71	\$22.01	\$33.44
Gaming Managers (11-9071)	\$27.83	\$31.00	\$33.73
Purchasing Managers (11-3061)	\$23.03	\$38.57	\$59.14
Public Relations and Fundraising Managers (11-2031)	\$10.88	\$20.25	\$35.33
Labor Relations Specialists (13-1075)	\$8.00	\$9.66	\$29.27
Meeting, Convention, and Event Planners (13-1121)	\$9.57	\$12.96	\$18.93
Buyers and Purchasing Agents, Farm Products (13-1021)	\$9.17	\$14.71	\$22.34
Wholesale and Retail Buyers, Except Farm Products (13-1022)	\$9.45	\$14.16	\$25.72
First-Line Supervisors of Office and Administrative Support Workers (43-1011)	\$11.13	\$18.78	\$28.88
Social and Community Service Managers (11-9151)	\$18.25	\$29.63	\$47.19
Purchasing Agents, Except Wholesale, Retail, and Farm Products (13-1023)	\$14.76	\$21.55	\$33.24

Occupation	10th Percentile Earnings	Median Earnings	90th Percentile Earnings
Administrative Services Managers (11-3011)	\$22.70	\$35.23	\$59.38
Advertising and Promotions Managers (11-2011)	\$10.48	\$19.63	\$35.50

Regional Trends



Region	2015 Jobs	2019 Jobs	% Change
● Western Technical College District	13,079	13,677	4.6%
● State	278,384	289,578	4.0%
● Nation	14,707,951	15,289,458	4.0%

Educational programs

23 Programs (2012)	547 Completions (2012)
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Program	2008	2009	2010	2011	2012
Business Administration and Management, General (52.0201)	132	160	210	250	228
Marketing/Marketing Management, General (52.1401)	154	167	177	145	111
Community Health and Preventive Medicine (51.2208)	39	46	60	53	60
Operations Management and Supervision (52.0205)	35	43	31	36	31
Business Administration, Management and Operations, Other (52.0299)	38	38	32	28	27

Inverse Staffing Patterns

Industry	Occupation Group Jobs in Industry (2014)	% of Occupation Group in Industry (2014)	% of Total Jobs in Industry (2014)
Federal Government, Civilian, Excluding Postal Service (901199)	607	4.7%	19.3%
General Medical and Surgical Hospitals (Private) (622110)	511	4.0%	5.2%
Telemarketing Bureaus and Other Contact Centers (561422)	508	3.9%	51.1%
Local Government, Excluding Education and Hospitals (903999)	484	3.8%	6.0%
Corporate, Subsidiary, and Regional Managing Offices (551114)	480	3.7%	23.2%

Data Sources and Calculations

State Data Sources

This report uses state data from the following agencies: Wisconsin Department of Workforce Development, Bureau of Workforce Information

Occupation Data

EMSI occupation employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level EMSI earnings by industry.

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Staffing Patterns Data

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

Industry Data

EMSI industry data have various sources depending on the class of worker. (1) For QCEW Employees, EMSI primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.