

Nursing Assistant

Five Year Trend

Five Year Enrollment Change	24.4%		FY 2008 FTEs	63.78
Five Year FTEs Change	-8.5%		FY 2009 FTEs	50.00
Five Year Graduate Change	24.5%		FY 2010 FTEs	55.30
FY 2007 Enrollee	479		FY 2011 FTEs	58.70
FY 2008 Enrollee	484		FY 2007 Graduate	433
FY 2009 Enrollee	500		FY 2008 Graduate	441
FY 2010 Enrollee	560		FY 2009 Graduate	460
FY 2011 Enrollee	596		FY 2010 Graduate	500
FY 2007 FTEs	64.18		FY 2011 Graduate	539

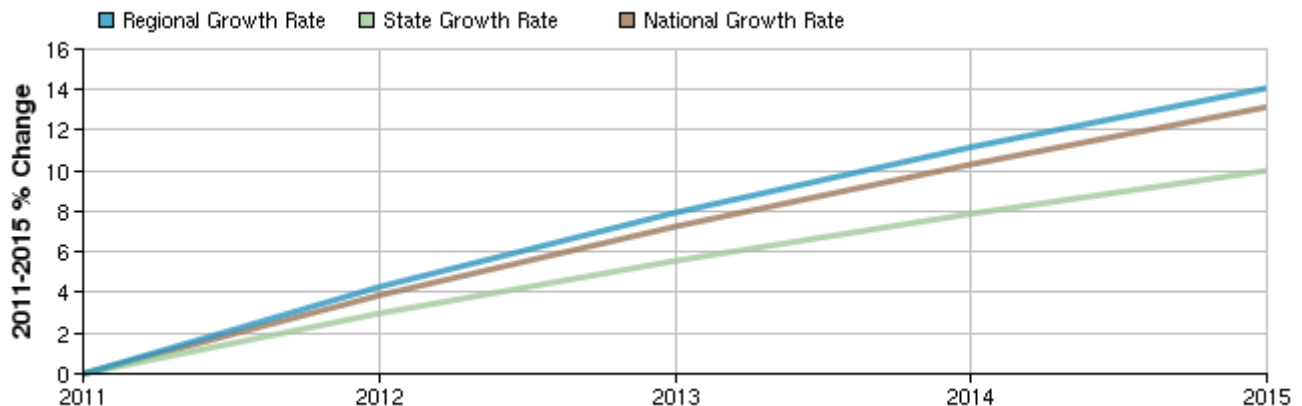
Selected Occupations

Occupation	Education Level
Home health aides (SOC 31-1011)	Short-term on-the-job training
Nursing aides, orderlies, and attendants (SOC 31-1012)	Postsecondary vocational award
Psychiatric aides (SOC 31-1013)	Short-term on-the-job training

Executive Summary

Basic Information	
2011 Occupational Jobs	3,227
2015 Occupational Jobs	3,682
Total Change	455
Total % Change	14.07%
Openings	583
2011 Median Hourly Earnings	\$12.08

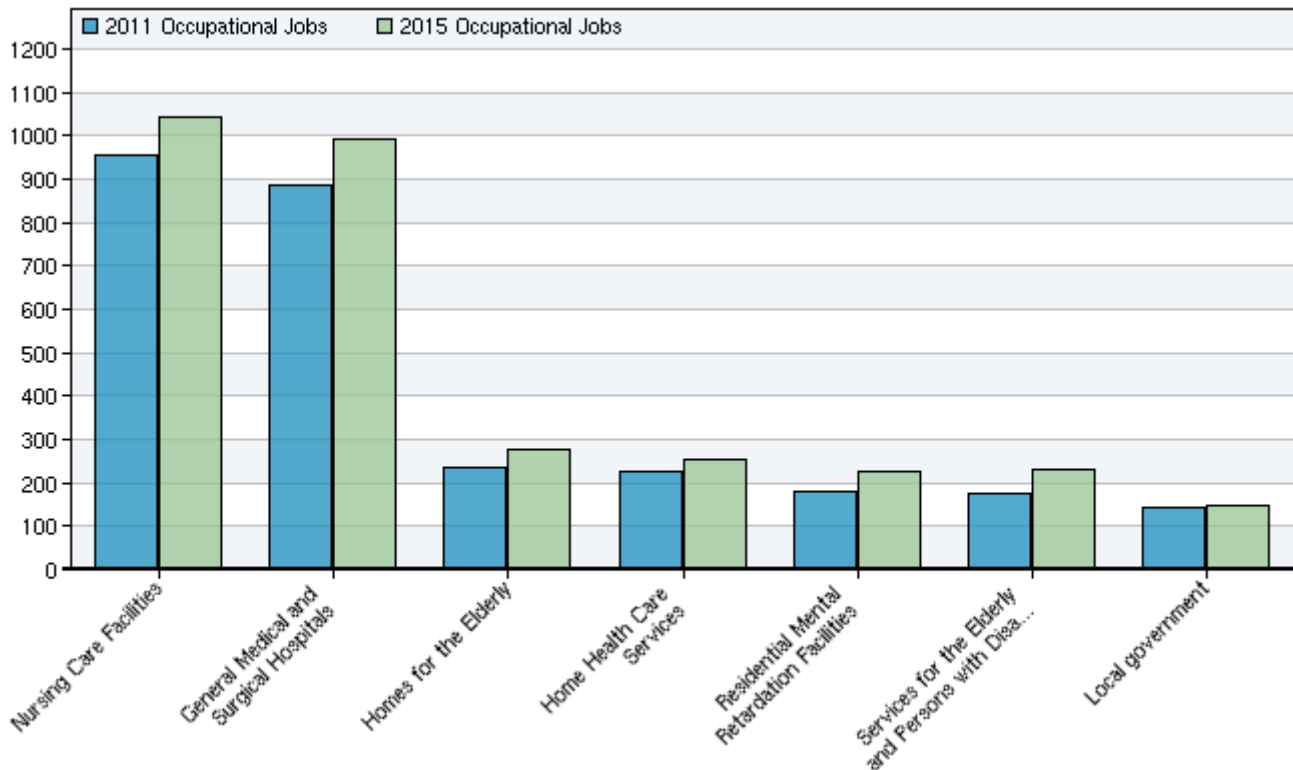
Occupational Change Summary



Region	2011 Jobs	2015 Jobs	Change	% Change	Openings	2011 Median Hourly Earnings
Regional Total	3,227	3,682	455	14%	583	\$12.08
State Total	63,423	69,772	6,349	10%	9,299	\$11.42
National Total	2,790,230	3,157,031	366,801	13%	481,157	\$10.92

Source: EMSI Complete Employment - 2011.3

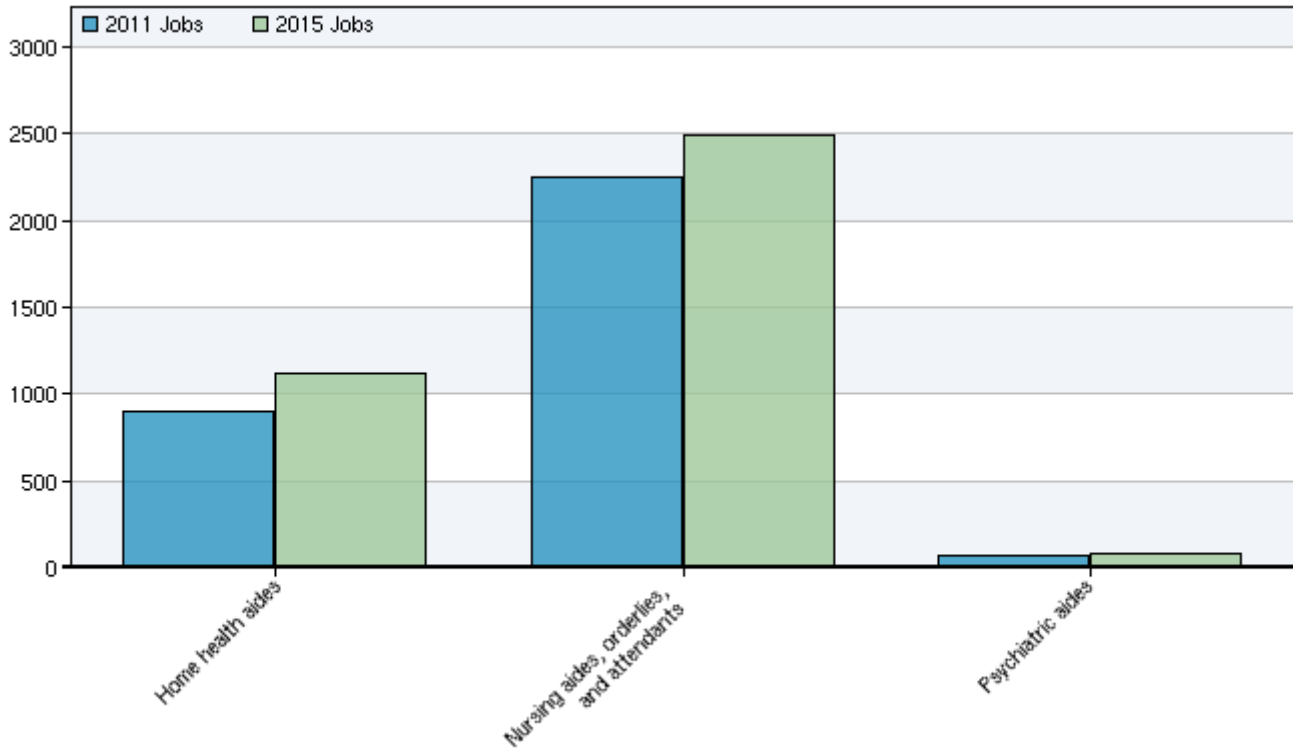
Top Industries for Selected Occupations



NAICS Code	Name	2011 Jobs	2015 Jobs	Change	% Change
623110	Nursing Care Facilities	954	1,041	87	9%
622110	General Medical and Surgical Hospitals	886	994	108	12%
623312	Homes for the Elderly	236	277	41	17%
621610	Home Health Care Services	226	252	26	12%
623210	Residential Mental Retardation Facilities	178	224	46	26%
624120	Services for the Elderly and Persons with Disabilities	175	231	56	32%
930000	Local government	143	146	3	2%

Source: EMSI Complete Employment - 2011.3

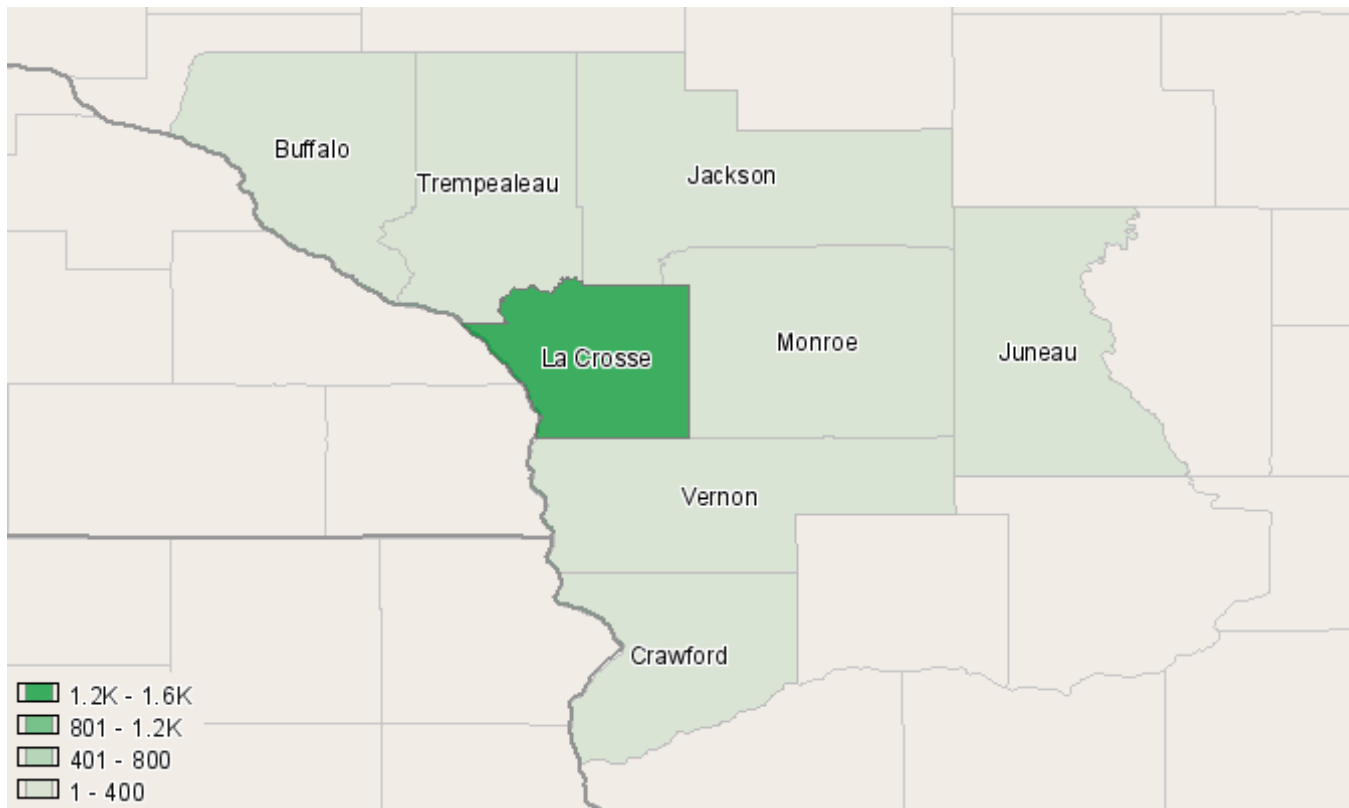
Occupational Breakdown



SOC Code	Description	2011 Jobs	2015 Jobs	Openings	2011 Median Hourly Earnings
31-1011	Home health aides	904	1,117	249	\$10.39
31-1012	Nursing aides, orderlies, and attendants	2,253	2,489	325	\$12.71
31-1013	Psychiatric aides	71	76	9	\$13.61
	Total	3,227	3,682	583	\$12.08

Source: EMSI Complete Employment - 2011.3

Occupation Distribution



County	2011 Jobs
La Crosse, WI (55063)	1,596
Trempealeau, WI (55121)	309
Monroe, WI (55081)	299
Vernon, WI (55123)	292
Juneau, WI (55057)	243
Crawford, WI (55023)	189
Jackson, WI (55053)	188
Buffalo, WI (55011)	111

Source: EMSI Complete Employment - 2011.3

Three Year Graduate Employers

Nursing Assistant

2007-2008

Graduates	445
Graduates Responding	389
Employed in Related Occupations	93
Employed in Non-Related Occupations	49
Seeking Employment	11
Not in Labor Market	236

EMT	Tomah Ambulance, Tomah, WI
CNA	Skogdolen, Soldier's Grove, WI
CNA	Gundersen Lutheran, La Crosse, WI (4)
PCT	Bethany St. Joseph's, La Crosse, WI
CNA	Tomah Care Center, Tomah, WI
CNA	Tomah VA Hospital, Tomah, WI
CNA	Sterling House of La Crosse, La Crosse, WI
CNA	Bethany St. Joseph's, Onalaska, WI
CNA	Franciscan Skemp Healthcare, La Crosse, WI
Patient Orderly	Gundersen Lutheran, La Crosse, WI
CNA	Vernon Manor, Viroqua, WI (3)
CNA	Veterans Administration, Tomah, WI (3)
CNA	REM Home Health, Baraboo, WI
Personal Care Worker	REM Home Health, Black River Falls, WI
CNA	Franciscan Skemp Healthcare, Sparta, WI
CNA	Heritage Manor, Elroy, WI
CNA	Hess Memorial Hospital, Mauston, WI
CNA	Bright Star Healthcare, Madison, WI
CNA	Morrow Memorial Home, Sparta, WI
CNA	Hillview Health Care Center, La Crosse, WI (9)
Self Employed	In Home Day Care, Warrens, WI
Home Health Aide	Private Home, Viroqua, WI
CNA	Fairview Nursing Home, Mauston, WI
CNA	Norseland Nursing Home, Westby, WI
CNA	St. Mary's Hospital, Sparta, WI
CNA	Bethel Home and Services, Viroqua, WI (5)
CNA	Marinuka Manor, Galesville, WI
CNA	Pine View Health Care, Black River Falls, WI (3)
CNA	Lakeview Healthcare Center, West Salem, WI (2)
CNA	Tomah Memorial Hospital, Tomah, WI
CNA	Presbyterian Home/Services, Stillwater, MN
CNA	Cranberry Court, Tomah, WI
CNA	Fairview Nursing Home, Mauston, WI
Health Unit Coordinator	St. Elizabeth Home Health, Wabasha, MN
CNA	Fairview Nursing Home, Mauston, WI
CNA	Bethany St. Joseph's, La Crosse, WI (2)

CNA	Hillview Health Care Center, La Crosse, WI
CNA	Samaritan Bethany Heights, Rochester, MN
CNA	Villa St Joseph, La Crosse, WI
CNA	Rolling Hills Rehab Center, Sparta, WI (4)
PCT	Franciscan Skemp Healthcare, La Crosse, WI (2)
GI Technician	Gundersen Lutheran, La Crosse, WI
CNA	Lutheran Social Services, Onalaska, WI
CNA	Veterans Administration, Tomah, WI
CNA	Bethany Riverside, La Crosse, WI
CNA	Country Terrace of Wisconsin, Black River Falls, WI
Home Health Aide	ResCare Home Health, La Crosse, WI
CNA	Sacred Heart Hospital, Eau Claire, WI
CNA	Creative Community Living Services, Onalaska, WI
CNA	Mulder Health Care, West Salem, WI (3)
CNA	Crest View Nursing Home, New Lisbon, WI
CNA	Unknown
CNA	Onalaska Care Center, Onalaska, WI
CNA	REM Home Health, Black River Falls, WI
Nurse Technician	Morrow Memorial Home, Sparta, WI
TCA	Laurel Manor Assisted Living, Onalaska, WI
CNA	Tomah Memorial Hospital, Tomah, WI
CNA	Rolling Hills Rehab Center, Sparta, WI
CNA	Fairview Nursing Home, Mauston, WI
Surgical Tech	Franciscan Skemp Healthcare, La Crosse, WI
Living Care Specialist	Lutheran Social Services, Onalaska, WI
CNA	Unknown, La Crosse, WI
CNA	Reedsburg Area Medical Center, Reedsburg, WI
CNA	Norseland Nursing Home, Black River Falls, WI
CNA	Vernon Memorial Hospital, Viroqua, WI

2008-2009

Graduates	461
Graduates Responding	317
Employed in Related Occupations	150
Employed in Non-Related Occupations	54
Seeking Employment	32
Not in Labor Market	82

Administrative Assistant	Lakeview Health Center, West Salem, WI
Admissions Counselor	Gundersen Lutheran, La Crosse, WI
Associate	Riverfront Inc., La Crosse, WI
Certified Peer Specialist	VA Medical Center, Tomah, WI
CNA	Unknown
CNA	WI
CNA	Racine, WI
CNA	A Touch of Home Inc.

CNA	Air Force, TX
CNA	Bethany Lutheran Homes, La Crosse, WI
CNA	Bethany Riverside, La Crosse, WI (4)
CNA	Bethany St. Joseph, La Crosse, WI (3)
CNA	Bethel Home and Services, Viroqua, WI (5)
CNA	Care Initiative Lantern Park, Coralville, IA
CNA	Clairemont Health, Eau Claire, WI
CNA	Close to Home, Tomah, WI
CNA	Comfort Keepers, La Crosse, WI
CNA	Crescent Nursing Home, New Lisbon, WI
CNA	Crest View
CNA	Crestview Nursing Home, New Lisbon, WI
CNA	Dove Healthcare, Eau Claire, WI
CNA	Fairview, Mauston, WI
CNA	Gundersen Lutheran, La Crosse, WI (7)
CNA	Gundersen Lutheran, Viroqua, WI
CNA	Heritage Manor, Elroy, WI
CNA	Hillview Health Care, La Crosse, WI (3)
CNA	Home Care, West Salem, WI
CNA	Homeward Bound, Prairie Du Chein, WI
CNA	John Sullivan, Sparta, WI
CNA	Lakeview Health Center, West Salem, WI (7)
CNA	Liberty Village, Tomah, WI
CNA	Mile Bluff Medical Center, Mauston, WI
CNA	Mile Bluff Medical Center, New Lisbon, WI
CNA	Morrow Memorial Home, Sparta, WI
CNA	Morrow Memorial Home, Sparta, WI (2)
CNA	Mulder Health Care, West Salem, WI (5)
CNA	Norseland Nursing Home
CNA	Norseland Nursing Home, Westby, WI
CNA	Northland Nursing Home, Westby, WI
CNA	Onalaska Care Center, Onalaska, WI (3)
CNA	Phipa Pines, WI
CNA	Pine View Care Center, Black River Falls, WI
CNA	Rennes Health and Rehab, Weston, WI
CNA	Rolling Hills Rehabilitation Center, Sparta, WI (3)
CNA	Scotland Homes, Hilton, WI
CNA	Spring Brook Assisted Living, Onalaska, WI
CNA	St. Joseph's Rehab Center, La Crosse, WI (5)
CNA	St. Michaels Lutheran Home, Fountain City, MN
CNA	Sterling House, Onalaska, WI
CNA	Sunset Ridge Estates, Tomah, WI
CNA	TCHCC, Whitehall, WI
CNA	Tomah Health Care Center, Tomah, WI (2)
CNA	Touch of Home, Tomah, WI
CNA	Trempealeau County Health Center, Trempealeau, WI
CNA	Trempealeau County Health Center, Whitehall, WI

CNA	Tri-County Memorial Nursing Home, Whitehall, WI (3)
CNA	VA Medical Center, Tomah, WI
CNA	Vernon Manor, Viroqua, WI (2)
CNA	Vernon Memorial Healthcare, Viroqua, WI (3)
CNA	Villa St Joe's, La Crosse, WI
CNA and Dietary Aid	St. Michaels Lutheran Home, Fountain City, MN
CNA/Medical Records	Trempealeau County Health Center, Whitehall, WI
Day Services Program Coordinator	Bethany Lutheran Homes, La Crosse, WI
Dietary Aid	Gundersen Lutheran, La Crosse, WI
Direct Support Provider	Able Inc., La Crescent, MN
EMT	Black River Falls Fire and Rescue, Black River Falls, WI
GCA Lab Consultant	UW-La Crosse, La Crosse, WI
Health Care Specialist	U.S. Army, Jacksonville, FL
License Child Care Provider	Owner, Sparta, WI
LPN	Pine View Care Center, Black River Falls, WI
Medical Assistant	Cashton Clinic, Cashton, WI
Medical Assistant	Gundersen Lutheran, Onalaska, WI
Medical Assistant	Options Clinic, La Crosse, WI
Medical Records	Tomah Memorial Hospital, Tomah, WI
Medical Transcriptionist	Gundersen Lutheran, La Crosse, WI
Medication Passer	Harmony Assisted Living, Sun Prairie, WI
Neurodiagnostic Tech	Gundersen Lutheran, La Crosse, WI
Nursing Assistant	Heritage Manor, Elroy, WI
Nursing Assistant	Norseland Nursing Home, Westby, WI
Nursing Assistant	St. Joseph's Rehab Center, La Crosse, WI
Orthodontic Assistant	Heim & Grimslid Orthodontics, La Crosse, WI
Patient Care Technician	Franciscan Skemp Healthcare, La Crosse, WI
Patient Liaison	Gundersen Lutheran, La Crosse, WI
Patient Liaison	Gundersen Lutheran, Onalaska, WI
Personal Care Assistant	Cooperating Community Programs, Woodbury, MN
Pharmaceutical Technician	Shopko, La Crosse, WI
Pharmacy Technician	Peterson Pharmacy, Hillsboro, WI
Pharmacy Technician	Walgreen, Mauston, WI
Phlebotomist	BioLife Plasma Services, Onalaska, WI
Phlebotomist	Gundersen Lutheran, La Crosse, WI
Program Manager	Woodgreen Estates, Richland Center, WI
RA	Lakeview Health Center, West Salem, WI
RA	Parkside, Black River Falls, WI
RCT	Bethany St. Joseph, La Crosse, WI
Resident Aide	Lakeview Health Center, West Salem, WI
Resident Care Assistant	Assisted Living, La Crosse, WI
Resident Care Assistant	Brookdale Senior Living, La Crosse, WI
Resident Care Technician	Bethany St. Joseph, La Crosse, WI
Residential Coordinator	CCLS, Black River Falls, WI
Respiratory Therapist	Total Home Health
ROI Specialist	Gundersen Lutheran, La Crosse, WI
Teacher	Independence Children Center, Independence, WI

Teacher CPR	Western Technical College, La Crosse, WI
Waitress	Greenwood Café, Tomah, WI

2009-2010

Graduates	449
Graduates Responding	313
Employed in Related Occupations	99
Employed in Non-Related Occupations	43
Seeking Employment	15
Not in Labor Market	10
Continuing Education	146

CNA	Unknown
CNA	Able Inc., La Crescent, MN
CNA	Bethany Riverside, La Crosse, WI (2)
CNA	Bethany St. Joseph, La Crosse, WI (4)
CNA	Bethel Home, Viroqua, WI
CNA	Brightstar, Madison, WI
CNA	Brookfield Living, La Crosse, WI
CNA	Comfort Keepers, La Crosse, WI
CNA	Cornerstone Foundation, Dodgeville, WI
CNA	Crestview Nursing Home, New Lisbon, WI
CNA	Dove Healthcare, Eau Claire, WI
CNA	Fairview Home, Mauston, WI
CNA	Family Heritage Center, Black River Falls, WI
CNA	Franciscan Skemp, La Crosse, WI
CNA	Franciscan Skemp, Arcadia, WI
CNA	Heritage Manor, Elroy, WI (2)
CNA	Hillview Health Care Center, La Crosse, WI (4)
CNA	Home Health Independent (2)
CNA	Home Health
CNA	Lakeview Health Center, West Salem, WI
CNA	Marinuka Manor, Galesville, WI (2)
CNA	Mile Bluff Medical Center, Mauston, WI (2)
CNA	Morrow Memorial Home, Sparta, WI (6)
CNA	Norseland Nursing Home, Westby, WI (2)
CNA	Onalaska Care Center, Onalaska, WI (4)
CNA	Pine View Care Center, Black River Falls, WI (2)
CNA	Prairie Maison, Prairie du Chien, WI
CNA	Prairie Ridge Assisted Living, Waupun, WI
CNA	ResCare, La Crosse, WI
CNA	Rolling Hills Rehab & Special Care Home, Sparta, WI (3)
CNA	St. Joseph's Rehab Center, La Crosse, WI
CNA	St. Joseph's Community Care Center, La Crosse, WI
CNA	Sterling Homes of La Crosse, La Crosse, WI
CNA	Tomah Health Care Center, Tomah, WI (2)
CNA	Tomah Memorial Hospital, Tomah, WI (2)

CNA	Trempealeau County Health Care Center, Whitehall, WI (2)
CNA	Vernon Manor, Viroqua, WI (6)
CNA	Vernon Memorial Healthcare, Viroqua, WI (4)
CNA	Villa Pines Living Center, Friendship, WI
CNA	Villa St. Joseph, La Crosse, WI
Community Service Provider (CPS)	La Crosse, WI
Home Care Provider	Blackberry Hill, Camp Douglas, WI
Home Health Care	Gemini Cares Inc., La Crosse, WI
In home Healthcare	Gemini Cares Inc., Whitehall, WI
Lead Adult Specialist	Handishop Industry, Tomah, WI
Medical Assistant	Gundersen Lutheran Clinic, La Crosse, WI
Medical Assistant	Gundersen Lutheran, Sparta, WI
Nursing Assistant	Bethany St Joseph, La Crosse, WI
Nursing Assistant	Franciscan Skemp Healthcare, La Crosse, WI
Nursing Assistant	Heritage Woods of DeKalb, DeKalb, IL
Patient Care Technician	Franciscan Skemp ICU/CCU, La Crosse, WI
PCW	Innovative Services, Inc., La Crosse, WI
Personal Care Giver/CNA	Independent Living Resources, La Crosse, WI (2)
RCT	American Lutheran Home, Mondovi, WI
RCT	Bethany Riverside Nursing Facility, La Crosse, WI
Resident Assistant	Copper Residential, La Farge, WI
Resident Care Assistant	Hearten House I, La Crosse, WI
Residential Assistant	VARC, Inc., Viroqua, WI
Residential Services Associate;	Riverfront, Black River Falls, WI

Region Information

Region: Western Technical College District

Description: Western District Counties

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

Data Sources and Calculations

Industry Data

In order to capture a complete picture of industry employment, EMSI basically combines covered employment data from Quarterly Census of Employment and Wages (QCEW) produced by the Department of Labor with total employment data in Regional Economic Information System (REIS) published by the Bureau of Economic Analysis (BEA), augmented with County Business Patterns (CBP) and Non-employer Statistics (NES) published by the U.S. Census Bureau. Projections are based on the latest available EMSI industry data, 15-year past local trends in each industry, growth rates in statewide and (where available) sub-state area industry projections published by individual state agencies, and (in part) growth rates in national projections from the Bureau of Labor Statistics.

Occupational Data

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.

State Data Sources

This report uses state data from the following agencies:

- Wisconsin Department of Workforce Development
- Bureau of Workforce Information