



## Contents

What is Lightcast Data?	
Report Parameters	
Workforce Map	
Executive Summary	
Supply (Jobs)	
Demographic Details	
Compensation	11
Demand	
What skills are they posting for?	
Occupation Gain and Drain	
Graduate Pipeline	26
Appendix A (Occupations)	27



## What is Lightcast Data?

Lightcast data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumés, and job postings to give you a complete view of the workforce.

Lightcast data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.



**Forbes** 

Harvard Business Review Ehe New Hork Eimes WSJ





# **Report Parameters**

## 119 Occupations

11-1021	General and Operations Managers
11-2021	Marketing Managers
11-3013	Facilities Managers
11-3061	Purchasing Managers
11-9021	Construction Managers

11-9033	Education Administrators, Postsecondary	
11-9041	Architectural and Engineering Managers	
11-9199	Managers, All Other	
13-1041	Compliance Officers	
See Appendix A for all 119 Occupations		

### 8 Counties

55019	Clark County, WI
55067	Langlade County, WI
55069	Lincoln County, WI
55073	Marathon County, WI

55097	Portage County, WI
55115	Shawano County, WI
55119	Taylor County, WI
55141	Wood County, WI

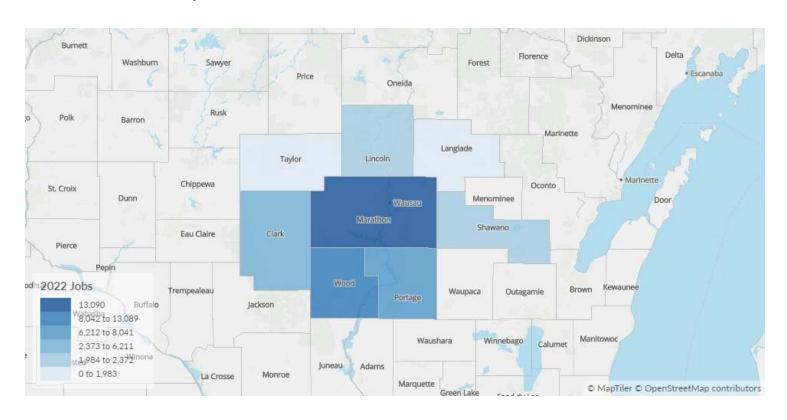
### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen occupations and geographical areas.



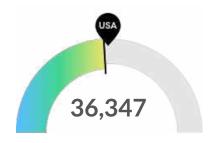
# Workforce Map





## **Executive Summary**

### Light Hiring Competition Over an Average Supply of Regional Talent



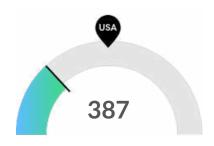
#### Supply (Jobs)

Your area is about average for this kind of talent. The national average for an area this size is 38,357\* employees, while there are 36,347 here.



#### Compensation

The cost for talent is low in your area. The national median salary for your occupations is \$54,486, while you'll pay \$50,873 here.



#### **Demand (Job Postings)**

Competition from online job postings is low in your area. The national average for an area this size is 885\* job postings/mo, while there are 387 here.

<sup>\*</sup>National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.



## Supply (Jobs)

### Supply Is About Equal to the National Average

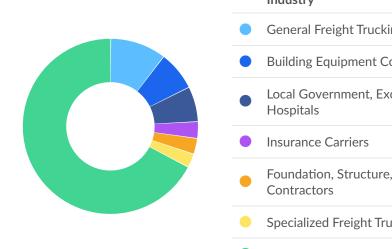
The regional vs. national average employment helps you understand if the supply of your occupations is a strength or weakness for your area, and how it is changing relative to the nation. An average area of this size would have 38,357\* employees, while there are 36,347 here. The gap between expected and actual employment is projected to narrow over the next 5 years.



<sup>\*</sup>National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.



## Most Jobs are Found in the General Freight Trucking Industry Sector

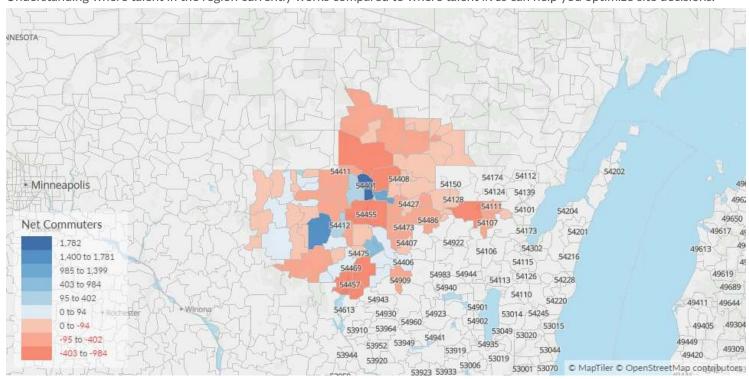


Industry	% of Occupation in Industry (2022)
General Freight Trucking	10.3%
Building Equipment Contractors	7.3%
<ul> <li>Local Government, Excluding Education and Hospitals</li> </ul>	6.5%
Insurance Carriers	3.1%
Foundation, Structure, and Building Exterior Contractors	2.9%
Specialized Freight Trucking	2.6%
Other	67.4%



#### Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions.



	Where Talent Works Where Talent Lives				
ZIP	Name	2022 Employment	ZIP	Name	2022 Workers
54401	Wausau, WI (in Maratho	4,456	54401	Wausau, WI (in Maratho	2,674
54449	Marshfield, WI (in Woo	3,794	54449	Marshfield, WI (in Woo	2,394
54476	Schofield, WI (in Marath	2,749	54494	Wisconsin Rapids, WI (i	2,365
54481	Stevens Point, WI (in Po	2,725	54481	Stevens Point, WI (in Po	2,249
54494	Wisconsin Rapids, WI (i	1,808	54403	Wausau, WI (in Maratho	2,007



### Retirement Risk Is About Average, While Overall Diversity Is Low



#### **Retiring Soon**

Retirement risk is about average in your area. The national average for an area this size is 9,166\* employees 55 or older, while there are 10,064 here.

#### **Racial Diversity**

Racial diversity is low in your area. The national average for an area this size is 12,400\* racially diverse employees, while there are 3,159 here.

#### **Gender Diversity**

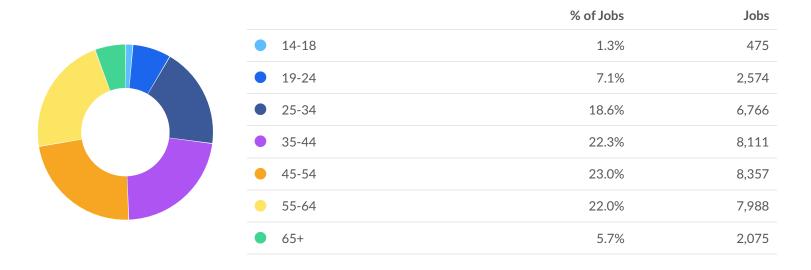
Gender diversity is about average in your area. The national average for an area this size is 8,603\* female employees, while there are 7,744 here.

<sup>\*</sup>National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

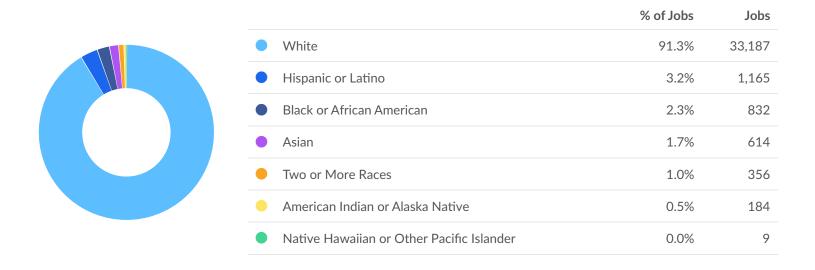


## **Demographic Details**

### **Occupation Age Breakdown**

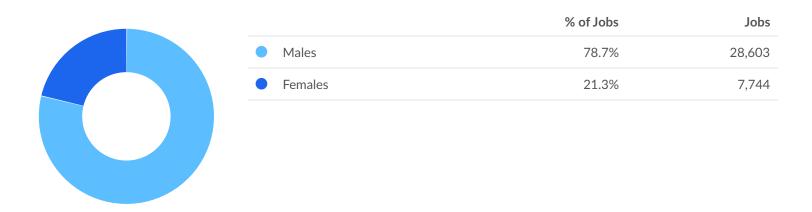


### Occupation Race/Ethnicity Breakdown





## Occupation Gender Breakdown

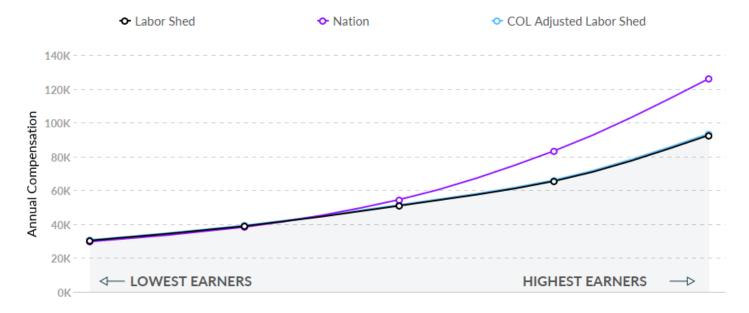




## Compensation

### Talent Is 7% Cheaper, While the Cost of Living May Make Attraction Difficult

In 2021, the median compensation for your occupations in your area is \$50,873. Based on the national median wage of \$54,486 for this position, this means you will spend about 7% less to employ your occupations here. However, their actual purchasing power will be 6% less than the national median when we adjust for regional cost of living (which is 1% lower than average). This may make it harder to attract talent to the region at this price.





### **Demand**



#### **657 Employers Competing**

All employers in the region who posted for this job over the last 12 months.



#### 4,648 Unique Job Postings

The number of unique postings for this job over the last 12 months.



#### 29 Day Median Duration

Posting duration is 3 days longer than what's typical in the region.



Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Heavy and Tractor-Trailer Truck Drivers	57	350
Customer Service Representatives	50	180
Maintenance and Repair Workers, General	35	109
Managers, All Other	17	17

Jan 2021

Jan 2022

Jan 2020

Jan 2019

Jan 2023

<sup>\*</sup>A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Lightcast hires are calculated using a combination of Lightcast jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.



Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Industrial Engineering Technologists and Technicians	17	2
General and Operations Managers	16	78
Construction Laborers	12	68
First-Line Supervisors of Mechanics, Installers, and Repairers	10	28
Production, Planning, and Expediting Clerks	8	22
Industrial Engineers	10	14
Carpenters	4	45
Inspectors, Testers, Sorters, Samplers, and Weighers	5	52
Electrical and Electronic Engineering Technologists and Technicians	6	2
Market Research Analysts and Marketing Specialists	6	22
Electrical Engineers	6	3
Project Management Specialists	7	19
Civil Engineers	8	6
Mechanical Engineers	7	9
Electricians	5	30
Marketing Managers	5	5
Landscaping and Groundskeeping Workers	5	94
Cost Estimators	3	11
Painters, Construction and Maintenance	2	7
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	4	16
Construction Managers	5	12
First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	5	38
Education Administrators, Postsecondary	7	4
Information Security Analysts	3	4
Architectural and Engineering Managers	3	3



Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Mechanical Drafters	6	6
Telecommunications Equipment Installers and Repairers, Except Line Installers	3	7
Computer Programmers	1	3
Roofers	2	10
Facilities Managers	4	3
Occupational Health and Safety Specialists	3	3
Cement Masons and Concrete Finishers	1	19
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	2	4
Purchasing Managers	4	2
Drafters, All Other	2	0
Electrical Power-Line Installers and Repairers	3	6
Mobile Heavy Equipment Mechanics, Except Engines	2	7
Installation, Maintenance, and Repair Workers, All Other	1	5
Compliance Officers	2	6
Engineering Technologists and Technicians, Except Drafters, All Other	1	2
First-Line Supervisors of Construction Trades and Extraction Workers	2	34
Glaziers	2	3
Sheet Metal Workers	1	5
Plumbers, Pipefitters, and Steamfitters	0	22
Operating Engineers and Other Construction Equipment Operators	0	34
Engineers, All Other	1	2
Health and Safety Engineers, Except Mining Safety Engineers and Inspectors	1	0
Civil Engineering Technologists and Technicians	1	2
Civil Engineering Technologists and Technicians ightcast Q2 2023 Data Set   lightcast.io	1	



Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Structural Iron and Steel Workers	0	4
Telecommunications Line Installers and Repairers	1	4
Millwrights	1	2
Occupational Health and Safety Technicians	1	0
Highway Maintenance Workers	1	24
Mechanical Engineering Technologists and Technicians	1	5
Graphic Designers	0	6
Architectural and Civil Drafters	0	5
Control and Valve Installers and Repairers, Except Mechanical Door	1	1
Property Appraisers and Assessors	1	2
Interior Designers	1	2
Drywall and Ceiling Tile Installers	0	3
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	0	6
Water and Wastewater Treatment Plant and System Operators	0	8
Environmental Engineers	1	0
Construction and Building Inspectors	0	3
Security and Fire Alarm Systems Installers	0	0
Conservation Scientists	1	3
Surveyors	0	1
Electrical and Electronics Drafters	1	0
HelpersCarpenters	1	0
Architects, Except Landscape and Naval	0	1
Urban and Regional Planners	0	0
Insulation Workers, Floor, Ceiling, and Wall	1	2



Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Hazardous Materials Removal Workers	0	2
Fine Artists, Including Painters, Sculptors, and Illustrators	0	0
Miscellaneous Construction and Related Workers	0	0
Explosives Workers, Ordnance Handling Experts, and Blasters	0	0
Floor Layers, Except Carpet, Wood, and Hard Tiles	0	0
Fire Inspectors and Investigators	0	0
Stonemasons	0	1
Materials Engineers	0	0
Surveying and Mapping Technicians	0	2
Carpet Installers	0	1
Tile and Stone Setters	0	2
HelpersBrickmasons, Blockmasons, Stonemasons, and Tile and Marble Setters	0	0
Electrical and Electronics Repairers, Powerhouse, Substation, and Relay	0	0
Career/Technical Education Teachers, Secondary School	0	5
Brickmasons and Blockmasons	0	4
Helpers, Construction Trades, All Other	0	0
HelpersElectricians	0	4
Power Distributors and Dispatchers	0	0
Stationary Engineers and Boiler Operators	0	2
Electronics Engineers, Except Computer	0	0
Set and Exhibit Designers	0	0
First-Line Supervisors of Security Workers	0	2
Meter Readers, Utilities	0	0
Model Makers, Metal and Plastic	0	0



Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Excavating and Loading Machine and Dragline Operators, Surface Mining	0	1
Environmental Engineering Technologists and Technicians	0	0
Boilermakers	0	0
HelpersPipelayers, Plumbers, Pipefitters, and Steamfitters	0	0
Landscape Architects	0	0
Agricultural Engineers	0	0
Plasterers and Stucco Masons	0	0
Model Makers, Wood	0	0

Top Companies	Unique Postings	Top Job Titles	Unique Postings
Actalent	122	CDL-A Truck Drivers	237
Sentry Insurance	90	Customer Service Representativ	167
Domtar	89	Maintenance Technicians	143
Greenheck Fan Corporation	77	Field Service Technicians	51
ABR Employment Services	68	Mechanical Designers	51

## Top Distinguishing Skills by Demand

Not enough data to display Distinguishing Skills for this occupation.

### **Top Defining Skills by Demand**

Not enough data to display Defining Skills for this occupation.

## Top Necessary Skills by Demand

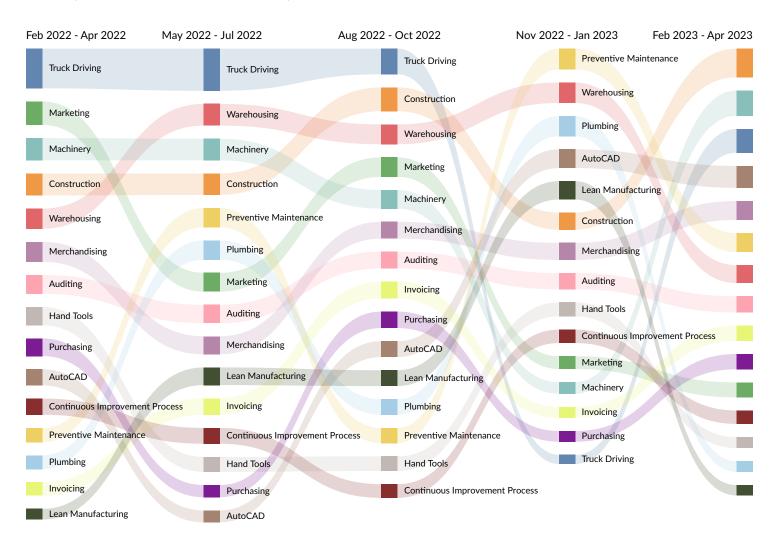
Not enough data to display Necessary Skills for this occupation.



## What skills are they posting for?

### Top 15 Skills for Your Selected Job Types by Quarter

Skills help us understand the direction an occupation is headed.





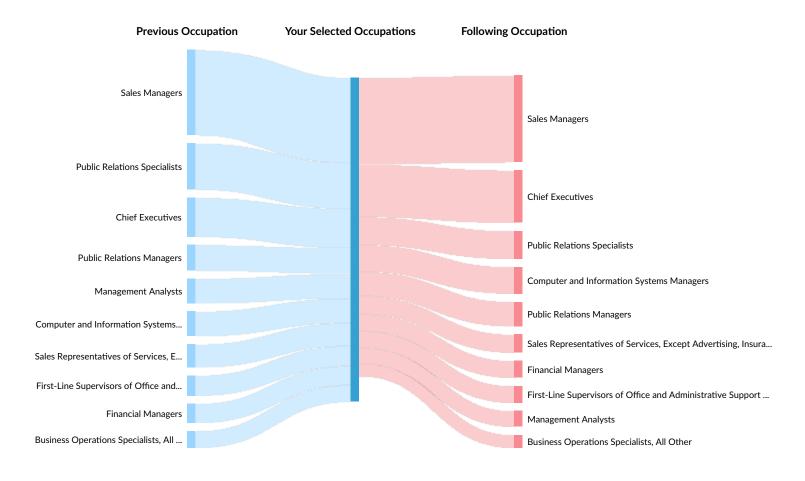
## Occupation Gain and Drain

### **Occupation Gain and Drain**

The table below analyzes the profiles of current and past people in your selected occupations. The left column shows job transitions from other occupations to your selected occupations. The right column shows job transitions from your selected occupations to other occupations.

Please note, results are only available at the national level and the 2 and 5 digit SOC level. Other SOC levels will be converted to 5-digit SOC. Also your selection has been limited to 100 occupations.

The following represents the job transitions of employees in your selected occupations in the United States:



Previous Occupations	Transitions
Sales Managers	141,271
Public Relations Specialists	76,648
Chief Executives	64,822



Previous Occupations	Transitions
Public Relations Managers	42,351
Management Analysts	40,916
Computer and Information Systems Managers	40,843
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	38,211
First-Line Supervisors of Office and Administrative Support Workers	33,354
Financial Managers	31,618
Business Operations Specialists, All Other	27,826
Computer Occupations, All Other	26,607
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	22,716
Software Developers	17,213
Advertising and Promotions Managers	17,118
Computer Systems Analysts	14,724
Medical and Health Services Managers	13,638
Web Developers	13,145
Human Resources Specialists	13,056
Computer User Support Specialists	11,644
Postsecondary Teachers	11,625
Executive Secretaries and Executive Administrative Assistants	10,516
Retail Salespersons	10,294
Human Resources Managers	9,512
First-Line Supervisors of Non-Retail Sales Workers	9,311
Buyers and Purchasing Agents	9,271
Training and Development Specialists	8,594
Transportation, Storage, and Distribution Managers	8,574



First-Line Supervisors of Retail Sales Workers         8,362           Social and Community Service Managers         8,251           Producers and Directors         8,094           Art Directors         7,953           Secretaries and Administrative Assistants. Except Legal.         7,538           Medical, and Executive         7,329           Social and Human Service Assistants         7,149           Editors         7,113           Sales Engineers         6,659           Financial and Investment Analysts         6,451           Industrial Production Managers         6,264           Meeting, Convention, and Event Planners         6,225           Securities, Commodities, and Financial Services Sales Agents         6,080           Real Estate Sales Agents         5,237           Demonstrators and Product Promoters         5,151           Property, Real Estate, and Community Association Managers         4,814           Natural Sciences Managers         4,731           Education Administrators, Kindergarten through Secondary         4,270           Network and Computer Systems Administrators         3,891           Operations Research Analysts         3,891           Coaches and Scouts         3,698           Tegistered Nurses         3,898      <	Previous Occupations	Transitions
Producers and Directors         8,094           Art Directors         7,953           Secretaries and Administrative Assistants, Except Legal, Medical, and Executive         7,538           First-Line Supervisors of Production and Operating Workers         7,329           Social and Human Service Assistants         7,149           Editors         7,113           Sales Engineers         6,659           Financial and Investment Analysts         6,451           Industrial Production Managers         6,264           Meeting, Convention, and Event Planners         6,225           Securities, Commodities, and Financial Services Sales Agents         6,080           Real Estate Sales Agents         5,255           Accountants and Auditors         5,237           Demonstrators and Product Promoters         5,151           Property, Real Estate, and Community Association Managers         4,814           Natural Sciences Managers         4,731           Education Administrators, Kindergarten through Secondary         4,270           Network and Computer Systems Administrators         3,892           Operations Research Analysts         3,810           Coaches and Scouts         3,699           Registered Nurses         3,892	First-Line Supervisors of Retail Sales Workers	8,362
Art Directors 7,953 Secretaries and Administrative Assistants, Except Legal, Redical, and Executive 7,538 First-Line Supervisors of Production and Operating Workers 7,329 Social and Human Service Assistants 7,149 Editors 7,113 Sales Engineers 6,659 Financial and Investment Analysts 6,451 Industrial Production Managers 6,224 Meeting, Convention, and Event Planners 6,225 Securities, Commodities, and Financial Services Sales Agents 5,255 Accountants and Auditors 5,237 Demonstrators and Product Promoters 5,151 Property, Real Estate, and Community Association Managers 4,731 Education Administrators, Kindergarten through Secondary 4,270 Network and Computer Systems Administrators 3,892 Operations Research Analysts 3,891 Registered Nurses 3,381 Logisticians 3,498	Social and Community Service Managers	8,251
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive  First-Line Supervisors of Production and Operating Workers  Social and Human Service Assistants  7.149  Editors  7.113  Sales Engineers  6.659  Financial and Investment Analysts  6.451  Industrial Production Managers  6.264  Meeting, Convention, and Event Planners  6.225  Securities, Commodities, and Financial Services Sales Agents  6.080  Real Estate Sales Agents  5.237  Demonstrators and Auditors  5.237  Demonstrators and Product Promoters  5.151  Property, Real Estate, and Community Association Managers  4.814  Natural Sciences Managers  4.731  Education Administrators, Kindergarten through Secondary  Network and Computer Systems Administrators  Operations Research Analysts  3.810  Coaches and Scouts  8.628	Producers and Directors	8,094
Medical, and Executive7,338First-Line Supervisors of Production and Operating Workers7,329Social and Human Service Assistants7,149Editors7,113Sales Engineers6,659Financial and Investment Analysts6,451Industrial Production Managers6,264Meeting, Convention, and Event Planners6,225Securities, Commodities, and Financial Services Sales Agents6,080Real Estate Sales Agents5,255Accountants and Auditors5,237Demonstrators and Product Promoters5,151Property, Real Estate, and Community Association Managers4,814Natural Sciences Managers4,731Education Administrators, Kindergarten through Secondary4,270Network and Computer Systems Administrators3,892Operations Research Analysts3,810Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498	Art Directors	7,953
Social and Human Service Assistants7,149Editors7,113Sales Engineers6,659Financial and Investment Analysts6,451Industrial Production Managers6,264Meeting, Convention, and Event Planners6,225Securities, Commodities, and Financial Services Sales Agents6,080Real Estate Sales Agents5,255Accountants and Auditors5,237Demonstrators and Product Promoters5,151Property, Real Estate, and Community Association Managers4,814Natural Sciences Managers4,731Education Administrators, Kindergarten through Secondary4,270Network and Computer Systems Administrators3,892Operations Research Analysts3,810Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498		7,538
Editors 7,113 Sales Engineers 6,659 Financial and Investment Analysts 6,451 Industrial Production Managers 6,264 Meeting, Convention, and Event Planners 6,225 Securities, Commodities, and Financial Services Sales Agents 6,080 Real Estate Sales Agents 5,255 Accountants and Auditors 5,237 Demonstrators and Product Promoters 5,151 Property, Real Estate, and Community Association Managers 4,814 Natural Sciences Managers 4,731 Education Administrators, Kindergarten through Secondary 4,270 Network and Computer Systems Administrators 3,892 Operations Research Analysts 3,699 Registered Nurses 3,581 Logisticians 3,498	First-Line Supervisors of Production and Operating Workers	7,329
Sales Engineers6,659Financial and Investment Analysts6,451Industrial Production Managers6,264Meeting, Convention, and Event Planners6,225Securities, Commodities, and Financial Services Sales Agents6,080Real Estate Sales Agents5,255Accountants and Auditors5,237Demonstrators and Product Promoters5,151Property, Real Estate, and Community Association Managers4,814Natural Sciences Managers4,731Education Administrators, Kindergarten through Secondary4,270Network and Computer Systems Administrators3,892Operations Research Analysts3,810Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498	Social and Human Service Assistants	7,149
Financial and Investment Analysts6.451Industrial Production Managers6,264Meeting, Convention, and Event Planners6,225Securities, Commodities, and Financial Services Sales Agents6,080Real Estate Sales Agents5,255Accountants and Auditors5,237Demonstrators and Product Promoters5,151Property, Real Estate, and Community Association Managers4,814Natural Sciences Managers4,731Education Administrators, Kindergarten through Secondary4,270Network and Computer Systems Administrators3,892Operations Research Analysts3,810Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498	Editors	7,113
Industrial Production Managers6,264Meeting, Convention, and Event Planners6,225Securities, Commodities, and Financial Services Sales Agents6,080Real Estate Sales Agents5,255Accountants and Auditors5,237Demonstrators and Product Promoters5,151Property, Real Estate, and Community Association Managers4,814Natural Sciences Managers4,731Education Administrators, Kindergarten through Secondary4,270Network and Computer Systems Administrators3,892Operations Research Analysts3,810Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498	Sales Engineers	6,659
Meeting, Convention, and Event Planners6,225Securities, Commodities, and Financial Services Sales Agents6,080Real Estate Sales Agents5,255Accountants and Auditors5,237Demonstrators and Product Promoters5,151Property, Real Estate, and Community Association Managers4,814Natural Sciences Managers4,731Education Administrators, Kindergarten through Secondary4,270Network and Computer Systems Administrators3,892Operations Research Analysts3,810Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498	Financial and Investment Analysts	6,451
Securities, Commodities, and Financial Services Sales Agents6,080Real Estate Sales Agents5,255Accountants and Auditors5,237Demonstrators and Product Promoters5,151Property, Real Estate, and Community Association Managers4,814Natural Sciences Managers4,731Education Administrators, Kindergarten through Secondary4,270Network and Computer Systems Administrators3,892Operations Research Analysts3,810Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498	Industrial Production Managers	6,264
Real Estate Sales Agents5,255Accountants and Auditors5,237Demonstrators and Product Promoters5,151Property, Real Estate, and Community Association Managers4,814Natural Sciences Managers4,731Education Administrators, Kindergarten through Secondary4,270Network and Computer Systems Administrators3,892Operations Research Analysts3,810Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498	Meeting, Convention, and Event Planners	6,225
Accountants and Auditors5,237Demonstrators and Product Promoters5,151Property, Real Estate, and Community Association Managers4,814Natural Sciences Managers4,731Education Administrators, Kindergarten through Secondary4,270Network and Computer Systems Administrators3,892Operations Research Analysts3,810Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498	Securities, Commodities, and Financial Services Sales Agents	6,080
Demonstrators and Product Promoters5,151Property, Real Estate, and Community Association Managers4,814Natural Sciences Managers4,731Education Administrators, Kindergarten through Secondary4,270Network and Computer Systems Administrators3,892Operations Research Analysts3,810Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498	Real Estate Sales Agents	5,255
Property, Real Estate, and Community Association Managers 4,814  Natural Sciences Managers 4,731  Education Administrators, Kindergarten through Secondary 4,270  Network and Computer Systems Administrators 3,892  Operations Research Analysts 3,810  Coaches and Scouts 3,699  Registered Nurses 3,581  Logisticians	Accountants and Auditors	5,237
Natural Sciences Managers4,731Education Administrators, Kindergarten through Secondary4,270Network and Computer Systems Administrators3,892Operations Research Analysts3,810Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498	Demonstrators and Product Promoters	5,151
Education Administrators, Kindergarten through Secondary  Network and Computer Systems Administrators  3,892  Operations Research Analysts  Coaches and Scouts  Registered Nurses  1,270  3,892  3,810  2,270  3,892  3,810  3,699  3,699  3,581  Logisticians	Property, Real Estate, and Community Association Managers	4,814
Network and Computer Systems Administrators3,892Operations Research Analysts3,810Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498	Natural Sciences Managers	4,731
Operations Research Analysts3,810Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498	Education Administrators, Kindergarten through Secondary	4,270
Coaches and Scouts3,699Registered Nurses3,581Logisticians3,498	Network and Computer Systems Administrators	3,892
Registered Nurses 3,581 Logisticians 3,498	Operations Research Analysts	3,810
Logisticians 3,498	Coaches and Scouts	3,699
	Registered Nurses	3,581
Teaching Assistants, Postsecondary 3,246	Logisticians	3,498
	Teaching Assistants, Postsecondary	3,246

Previous Occupations	Transitions
Educational, Guidance, and Career Counselors and Advisors	2,921
Food Service Managers	2,537
Lawyers	2,465
Waiters and Waitresses	2,383
Software Quality Assurance Analysts and Testers	2,224
Life, Physical, and Social Science Technicians, All Other	1,951
Teachers and Instructors, All Other	1,930
First-Line Supervisors of Food Preparation and Serving Workers	1,905
Teaching Assistants, Except Postsecondary	1,840
Bookkeeping, Accounting, and Auditing Clerks	1,555
Fast Food and Counter Workers	1,358
Stockers and Order Fillers	1,326
Cashiers	888
Security Guards	734
Following Occupations	Transitions
Sales Managers	143,915
Chief Executives	87,094
Public Relations Specialists	46,265
Computer and Information Systems Managers	44,193
Public Relations Managers	40,510
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	30,075
Financial Managers	28,149
First-Line Supervisors of Office and Administrative Support Workers	27,785
Management Analysts	26,072
ightoont O2 2022 Date Cat Hightoont is	2



Following Occupations	Transitions
Business Operations Specialists, All Other	21,544
Computer Occupations, All Other	18,908
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	16,592
Medical and Health Services Managers	14,181
Advertising and Promotions Managers	14,080
Human Resources Specialists	12,730
Postsecondary Teachers	11,172
Software Developers	10,796
Human Resources Managers	10,236
Web Developers	9,984
Producers and Directors	8,586
Computer User Support Specialists	8,451
Social and Community Service Managers	8,282
Executive Secretaries and Executive Administrative Assistants	7,993
Real Estate Sales Agents	7,992
Transportation, Storage, and Distribution Managers	7,981
Retail Salespersons	7,586
Computer Systems Analysts	7,439
Art Directors	7,142
First-Line Supervisors of Non-Retail Sales Workers	6,480
Social and Human Service Assistants	6,287
Training and Development Specialists	6,067
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	5,602
First-Line Supervisors of Retail Sales Workers	5,588
First-Line Supervisors of Production and Operating Workers	5,421
ightcast Q2 2023 Data Set   lightcast.io	23



Following Occupations	Transitions
Buyers and Purchasing Agents	5,240
Education Administrators, Kindergarten through Secondary	5,085
Editors	4,979
Personal Financial Advisors	4,961
Industrial Production Managers	4,958
Securities, Commodities, and Financial Services Sales Agents	4,938
Property, Real Estate, and Community Association Managers	4,524
Natural Sciences Managers	4,281
Demonstrators and Product Promoters	4,010
Training and Development Managers	3,838
Sales Engineers	3,738
Accountants and Auditors	3,398
Financial and Investment Analysts	3,370
Insurance Sales Agents	3,269
Teaching Assistants, Postsecondary	3,247
Registered Nurses	3,222
Coaches and Scouts	3,167
Network and Computer Systems Administrators	3,084
Loan Officers	2,579
Educational, Guidance, and Career Counselors and Advisors	2,453
Lawyers	2,430
Operations Research Analysts	2,175
Logisticians	2,115
Food Service Managers	2,097
Life, Physical, and Social Science Technicians, All Other	1,788
Teaching Assistants, Except Postsecondary	1,696
ightcast Q2 2023 Data Set   lightcast.io	24



Following Occupations	Transitions
Waiters and Waitresses	1,493
Bookkeeping, Accounting, and Auditing Clerks	1,310
Software Quality Assurance Analysts and Testers	1,072
Stockers and Order Fillers	1,009
Security Guards	673



# **Graduate Pipeline**



#### 155 Programs

642 programs can train for this job, while only 155 programs have produced completers in this region.



#### 2,557 Completions (2021)

The completions from all regional institutions for all degree types.



#### 4,779 Openings (2021)

The average number of openings for an occupation in the region is 37.

Top Programs	Completions (2021)	
Business Administration and Ma	248	
Welding Technology/Welder	206	
Psychology, General	115	
Liberal Arts and Sciences, Gener	94	
Sociology, General	90	

Top Schools	Completions (2021)	
University of Wisconsin-Steven	1,247	
Northcentral Technical College	974	
Mid-State Technical College	336	



# Appendix A (Occupations)

Code	Description
11-1021	General and Operations Managers
11-2021	Marketing Managers
11-3013	Facilities Managers
11-3061	Purchasing Managers
11-9021	Construction Managers
11-9033	Education Administrators, Postsecondary
11-9041	Architectural and Engineering Managers
11-9199	Managers, All Other
13-1041	Compliance Officers
13-1051	Cost Estimators
13-1082	Project Management Specialists
13-1161	Market Research Analysts and Marketing Specialists

Code	Description
13-2028	Property Appraisers and Assessors
15-1212	Information Security Analysts
15-1251	Computer Programmers
17-1011	Architects, Except Landscape and Naval
17-1012	Landscape Architects
17-1022	Surveyors
17-2021	Agricultural Engineers
17-2051	Civil Engineers
17-2071	Electrical Engineers
17-2072	Electronics Engineers, Except Computer
17-2081	Environmental Engineers
17-2111	Health and Safety Engineers, Except Mining Safety Engineers and Inspectors



Code	Description
17-2112	Industrial Engineers
17-2131	Materials Engineers
17-2141	Mechanical Engineers
17-2199	Engineers, All Other
17-3011	Architectural and Civil Drafters
17-3012	Electrical and Electronics Drafters
17-3013	Mechanical Drafters
17-3019	Drafters, All Other
17-3022	Civil Engineering Technologists and Technicians
17-3023	Electrical and Electronic Engineering Technologists and Technicians
17-3025	Environmental Engineering Technologists and Technicians
17-3026	Industrial Engineering Technologists and Technicians

Code	Description
17-3027	Mechanical Engineering Technologists and Technicians
17-3029	Engineering Technologists and Technicians, Except Drafters, All Other
17-3031	Surveying and Mapping Technicians
19-1031	Conservation Scientists
19-2043	Hydrologists
19-3051	Urban and Regional Planners
19-4044	Hydrologic Technicians
19-5011	Occupational Health and Safety Specialists
19-5012	Occupational Health and Safety Technicians
25-2032	Career/Technical Education Teachers, Secondary School
27-1013	Fine Artists, Including Painters, Sculptors, and Illustrators
27-1024	Graphic Designers



Code	Description
27-1025	Interior Designers
27-1027	Set and Exhibit Designers
33-1091	First-Line Supervisors of Security Workers
33-2021	Fire Inspectors and Investigators
37-1012	First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers
37-3011	Landscaping and Groundskeeping Workers
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products
43-4051	Customer Service Representatives
43-5041	Meter Readers, Utilities
43-5061	Production, Planning, and Expediting Clerks
47-1011	First-Line Supervisors of Construction Trades and Extraction Workers
47-2011	Boilermakers

Code	Description
47-2021	Brickmasons and Blockmasons
47-2022	Stonemasons
47-2031	Carpenters
47-2041	Carpet Installers
47-2042	Floor Layers, Except Carpet, Wood, and Hard Tiles
47-2044	Tile and Stone Setters
47-2051	Cement Masons and Concrete Finishers
47-2053	Terrazzo Workers and Finishers
47-2061	Construction Laborers
47-2073	Operating Engineers and Other Construction Equipment Operators
47-2081	Drywall and Ceiling Tile Installers
47-2111	Electricians



Code	Description
47-2121	Glaziers
47-2131	Insulation Workers, Floor, Ceiling, and Wall
47-2132	Insulation Workers, Mechanical
47-2141	Painters, Construction and Maintenance
47-2142	Paperhangers
47-2151	Pipelayers
47-2152	Plumbers, Pipefitters, and Steamfitters
47-2161	Plasterers and Stucco Masons
47-2181	Roofers
47-2211	Sheet Metal Workers
47-2221	Structural Iron and Steel Workers
47-3011	HelpersBrickmasons, Blockmasons, Stonemasons, and Tile and Marble Setters

Code	Description
47-3012	HelpersCarpenters
47-3013	HelpersElectricians
47-3014	HelpersPainters, Paperhangers, Plasterers, and Stucco Masons
47-3015	HelpersPipelayers, Plumbers, Pipefitters, and Steamfitters
47-3016	HelpersRoofers
47-3019	Helpers, Construction Trades, All Other
47-4011	Construction and Building Inspectors
47-4021	Elevator and Escalator Installers and Repairers
47-4041	Hazardous Materials Removal Workers
47-4051	Highway Maintenance Workers
47-4098	Miscellaneous Construction and Related Workers
47-5022	Excavating and Loading Machine and Dragline Operators, Surface Mining

Code	Description
47-5032	Explosives Workers, Ordnance Handling Experts, and Blasters
49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers
49-2022	Telecommunications Equipment Installers and Repairers, Except Line Installers
49-2095	Electrical and Electronics Repairers, Powerhouse, Substation, and Relay
49-2098	Security and Fire Alarm Systems Installers
49-3042	Mobile Heavy Equipment Mechanics, Except Engines
49-9012	Control and Valve Installers and Repairers, Except Mechanical Door
49-9021	Heating, Air Conditioning, and Refrigeration Mechanics and Installers
49-9044	Millwrights
49-9045	Refractory Materials Repairers, Except Brickmasons
49-9051	Electrical Power-Line Installers and Repairers
49-9052	Telecommunications Line Installers and Repairers

Code	Description
49-9071	Maintenance and Repair Workers, General
49-9099	Installation, Maintenance, and Repair Workers, All Other
51-4023	Rolling Machine Setters, Operators, and Tenders, Metal and Plastic
51-4061	Model Makers, Metal and Plastic
51-7031	Model Makers, Wood
51-8012	Power Distributors and Dispatchers
51-8021	Stationary Engineers and Boiler Operators
51-8031	Water and Wastewater Treatment Plant and System Operators
51-9061	Inspectors, Testers, Sorters, Samplers, and Weighers
53-1047	First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors
53-3032	Heavy and Tractor-Trailer Truck Drivers