

# Education & Training (5-Digit SOC) in Labor Shed



200 Washington St Ste 120  
Wausau, Wisconsin 54403-5530

# Contents

What is Lightcast Data? .....	1
Report Parameters .....	2
Workforce Map .....	3
Executive Summary .....	4
Supply (Jobs) .....	5
Demographic Details .....	9
Compensation .....	11
Demand .....	12
What skills are they posting for? .....	16
Occupation Gain and Drain .....	17
Graduate Pipeline .....	24
Appendix A (Occupations) .....	25

## 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*.



## Report Parameters

### 64 Occupations

11-3121 Human Resources Managers

---

11-3131 Training and Development Managers

---

11-9031 Education and Childcare Administrators,  
Preschool and Daycare

---

11-9032 Education Administrators, Kindergarten  
through Secondary

---

11-9033 Education Administrators, Postsecondary

---

11-9039 Education Administrators, All Other

---

11-9151 Social and Community Service Managers

---

13-1071 Human Resources Specialists

---

13-1075 Labor Relations Specialists

---

*See Appendix A for all 64 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

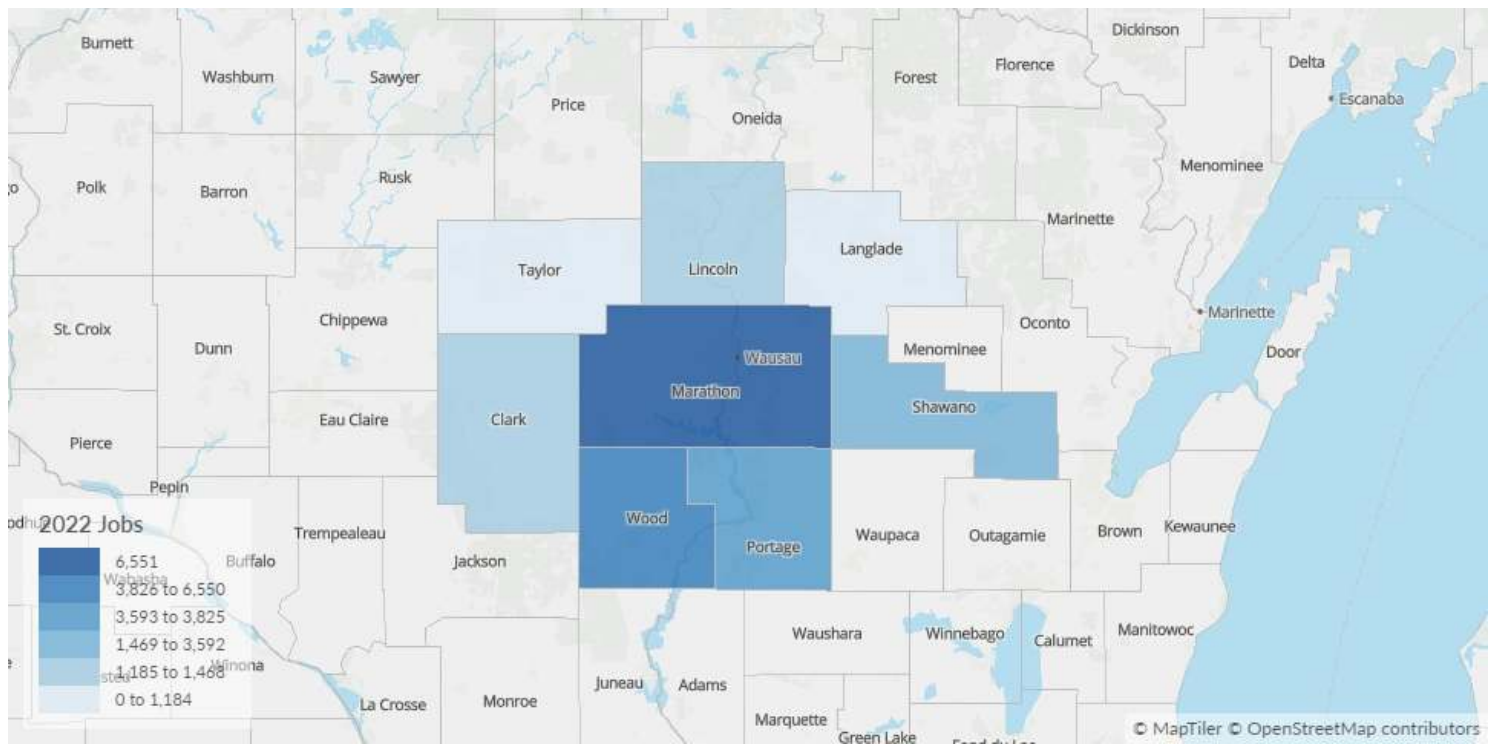
---

### Class of Worker

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

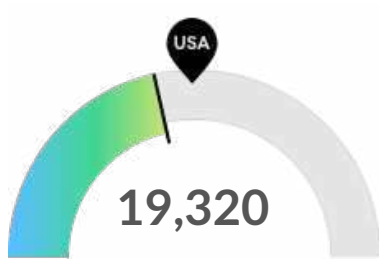
The information in this report pertains to the chosen occupations and geographical areas.

# Workforce Map



## Executive Summary

### Light Hiring Competition Over a Thin Supply of Regional Talent



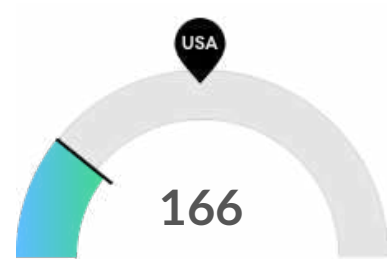
**Supply (Jobs)**

Your area is not a hotspot for this kind of talent. The national average for an area this size is 23,807\* employees, while there are 19,320 here.



**Compensation**

The cost for talent is low in your area. The national median salary for your occupations is \$50,918, while you'll pay \$48,344 here.



**Demand (Job Postings)**

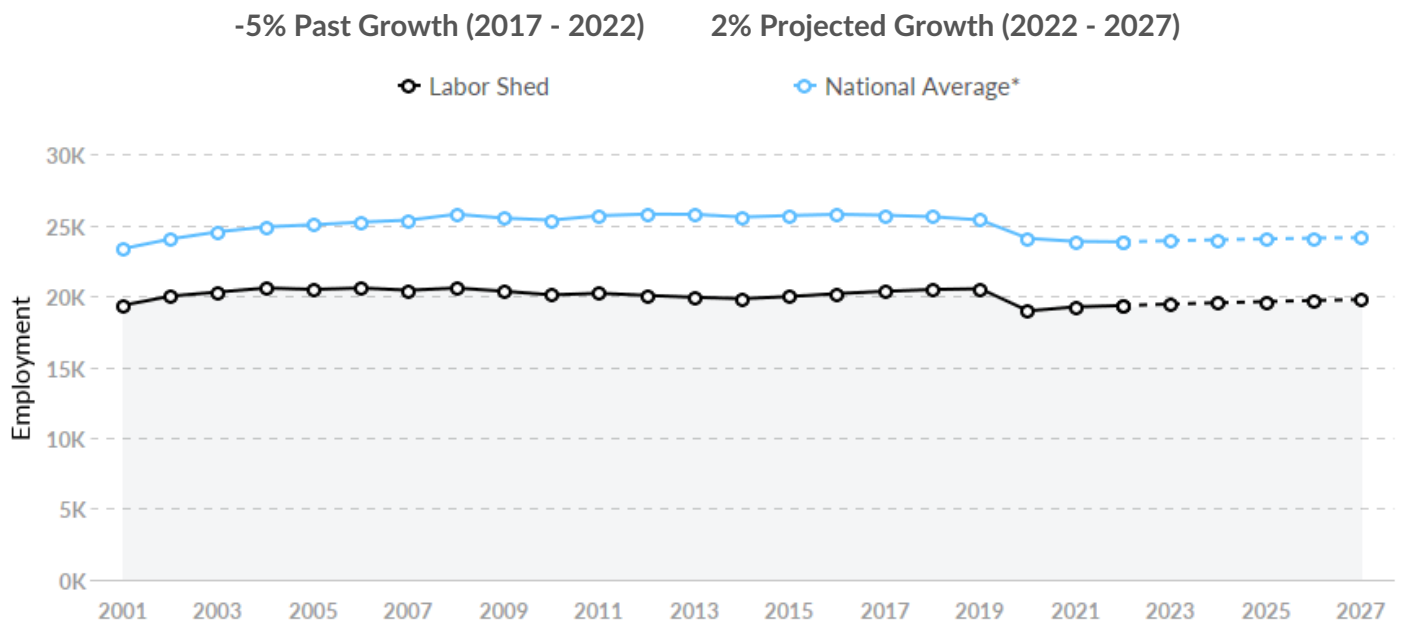
Competition from online job postings is low in your area. The national average for an area this size is 476\* job postings/mo, while there are 166 here.

\*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)

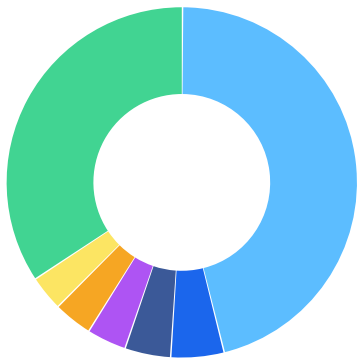
## Supply Is Lower Than the National Average

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 23,807\* employees, while there are 19,320 here. This lower than expected supply may make it more difficult to find candidates. The gap between expected and actual employment is expected to remain roughly the same over the next 5 years.



\*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 Education and Hospitals (Local Government) Industry Sector

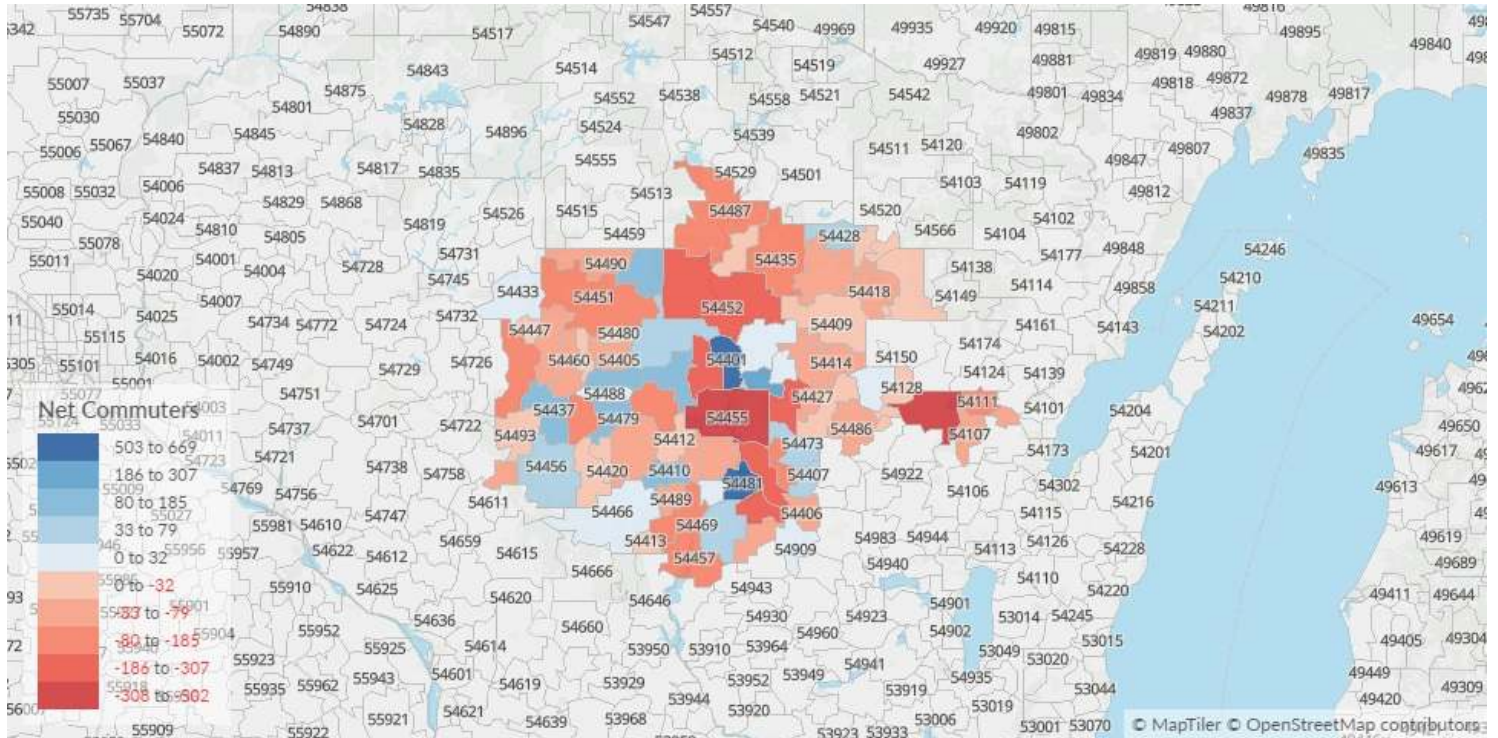


Industry	% of Occupation in Industry (2022)
Education and Hospitals (Local Government)	46.0%
Local Government, Excluding Education and Hospitals	4.9%
Education and Hospitals (State Government)	4.2%
School and Employee Bus Transportation	3.7%
Child Day Care Services	3.6%
Religious Organizations	3.2%
Other	34.4%



## 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. For example, the #1 ranked ZIP for employment ranks #3 for resident workers. The top ZIP for resident workers is 54494.

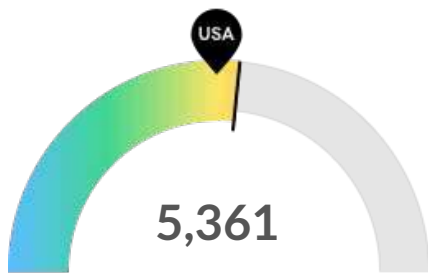


### Where Talent Works

### Where Talent Lives

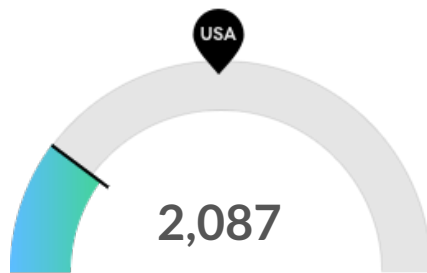
ZIP	Name	2022 Employment	ZIP	Name	2022 Workers
54401	Wausau, WI (in Maratho...	1,935	54494	Wisconsin Rapids, WI (i...	1,305
54481	Stevens Point, WI (in Po...	1,792	54481	Stevens Point, WI (in Po...	1,289
54494	Wisconsin Rapids, WI (i...	1,345	54401	Wausau, WI (in Maratho...	1,266
54476	Schofield, WI (in Marath...	1,090	54449	Marshfield, WI (in Woo...	1,103
54449	Marshfield, WI (in Woo...	1,040	54403	Wausau, WI (in Maratho...	1,000

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



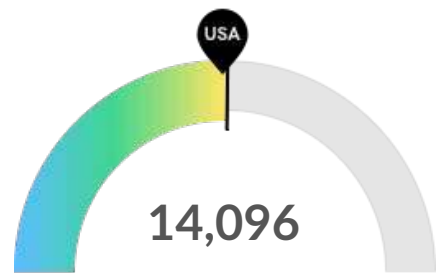
**Retiring Soon**

Retirement risk is about average in your area. The national average for an area this size is 4,889\* employees 55 or older, while there are 5,361 here.



**Racial Diversity**

Racial diversity is low in your area. The national average for an area this size is 6,355\* racially diverse employees, while there are 2,087 here.



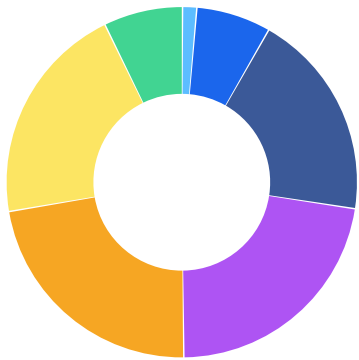
**Gender Diversity**

Gender diversity is about average in your area. The national average for an area this size is 13,909\* female employees, while there are 14,096 here.

\*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.

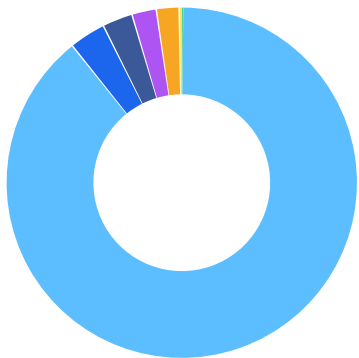
## Demographic Details

### Occupation Age Breakdown



	% of Jobs	Jobs
14-18	1.3%	253
19-24	6.9%	1,330
25-34	19.2%	3,702
35-44	22.4%	4,327
45-54	22.5%	4,348
55-64	20.5%	3,952
65+	7.3%	1,409

### Occupation Race/Ethnicity Breakdown



	% of Jobs	Jobs
White	89.2%	17,233
Black or African American	3.4%	648
Hispanic or Latino	2.8%	539
Asian	2.3%	435
Two or More Races	2.1%	405
American Indian or Alaska Native	0.3%	55
Native Hawaiian or Other Pacific Islander	0.0%	5

## Occupation Gender Breakdown

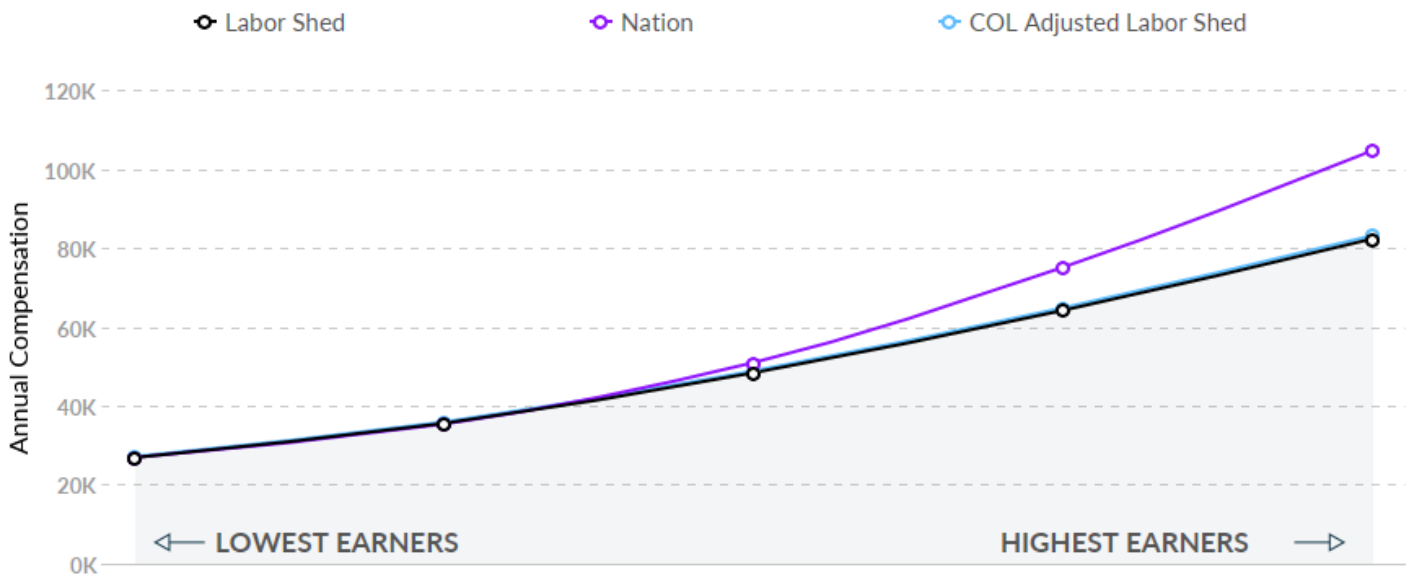


	% of Jobs	Jobs
<span style="color: #00AEEF;">●</span> Males	27.0%	5,223
<span style="color: #0070C0;">●</span> Females	73.0%	14,096

# Compensation

## Talent Is 5% Cheaper, While the Cost of Living May Make Attraction Difficult

In 2021, the median compensation for your occupations in your area is \$48,344. Based on the national median wage of \$50,918 for this position, this means you will spend about 5% less to employ your occupations here. However, their actual purchasing power will be 4% 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



## 298 Employers Competing

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



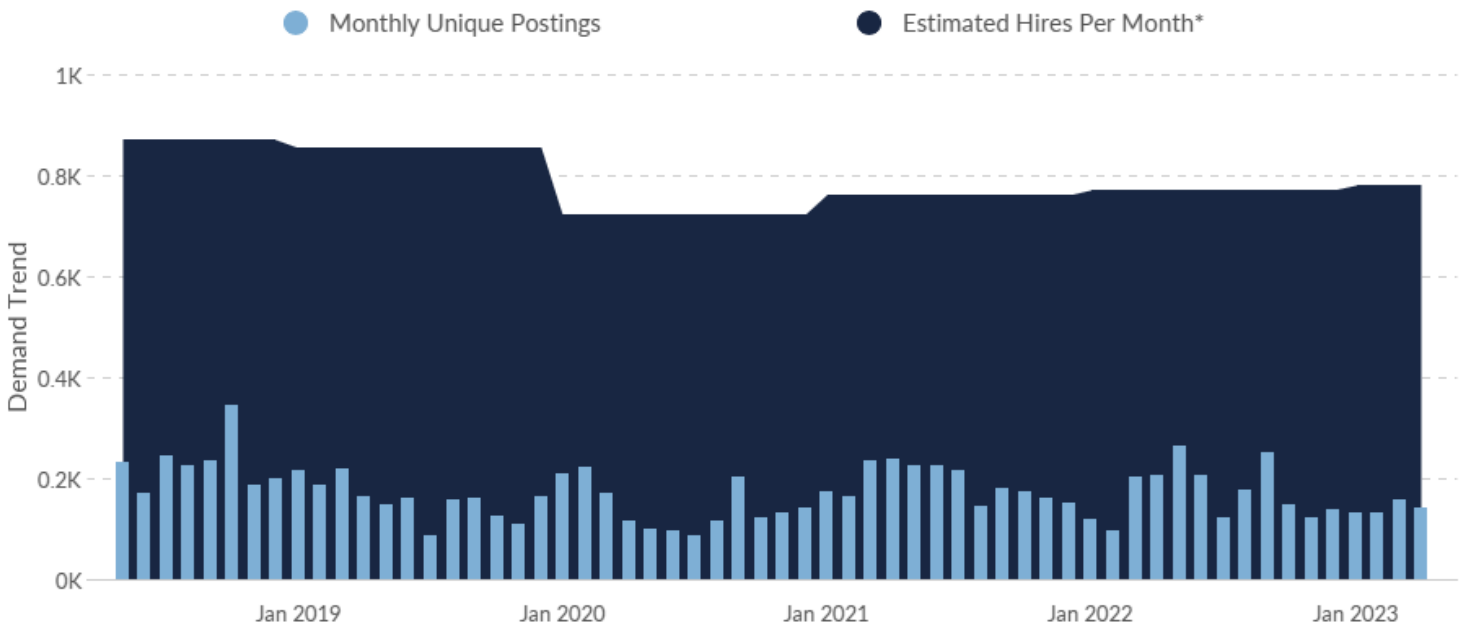
## 1,996 Unique Job Postings

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



## 26 Day Median Duration

Posting duration is the same as what's typical in the region.



Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Physical Therapists	29	4
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	18	76
Human Resources Specialists	12	39
Occupational Therapists	11	4

\*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)
Speech-Language Pathologists	11	4
Computer User Support Specialists	11	18
Postsecondary Teachers	11	35
Human Resources Managers	4	4
Childcare Workers	6	41
Preschool Teachers, Except Special Education	2	24
Psychiatrists	5	0
Educational, Guidance, and Career Counselors and Advisors	3	10
Coaches and Scouts	3	19
Social Workers, All Other	3	2
Education Administrators, Postsecondary	7	4
Physical Therapist Assistants	6	8
Network and Computer Systems Administrators	3	10
Teaching Assistants, Except Postsecondary	2	93
Training and Development Specialists	2	11
Human Resources Assistants, Except Payroll and Timekeeping	2	4
Bus Drivers, School	1	47
Social and Community Service Managers	1	7
Middle School Teachers, Except Special and Career/Technical Education	1	27
Elementary School Teachers, Except Special Education	0	62
Computer Network Support Specialists	1	3
Special Education Teachers, All Other	0	0
Counselors, All Other	1	3
Education Administrators, Kindergarten through Secondary	2	10

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Tutors	2	7
Self-Enrichment Teachers	1	15
Teachers and Instructors, All Other	1	5
Special Education Teachers, Middle School	0	2
Community and Social Service Specialists, All Other	0	3
Child, Family, and School Social Workers	0	13
Clinical and Counseling Psychologists	2	3
Library Assistants, Clerical	0	3
Instructional Coordinators	0	6
Librarians and Media Collections Specialists	0	5
Education and Childcare Administrators, Preschool and Daycare	0	3
Secondary School Teachers, Except Special and Career/Technical Education	1	44
School Psychologists	0	3
Training and Development Managers	0	0
Financial Specialists, All Other	1	2
Library Technicians	0	12
Kindergarten Teachers, Except Special Education	0	5
Special Education Teachers, Preschool	0	0
Special Education Teachers, Kindergarten and Elementary School	0	7
Audiologists	0	0
Labor Relations Specialists	0	13
Physical Therapist Aides	0	2
Career/Technical Education Teachers, Secondary School	0	5
Psychologists, All Other	0	3



Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Substitute Teachers, Short-Term	0	25
Special Education Teachers, Secondary School	0	5
Education Administrators, All Other	0	1
Curators	0	0
Museum Technicians and Conservators	0	0
Teaching Assistants, Postsecondary	0	2

Top Companies	Unique Postings	Top Job Titles	Unique Postings
University Of Wisconsin-Madiso...	96 	Physical Therapists	169 
Northcentral Technical College	91 	Occupational Therapists	97 
Marshfield Clinic	90 	Speech Language Pathologists	71 
Aspirus	81 	Travel Physical Therapists	42 
Genesis HealthCare	55 	Administrative Assistants	41 

## 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.

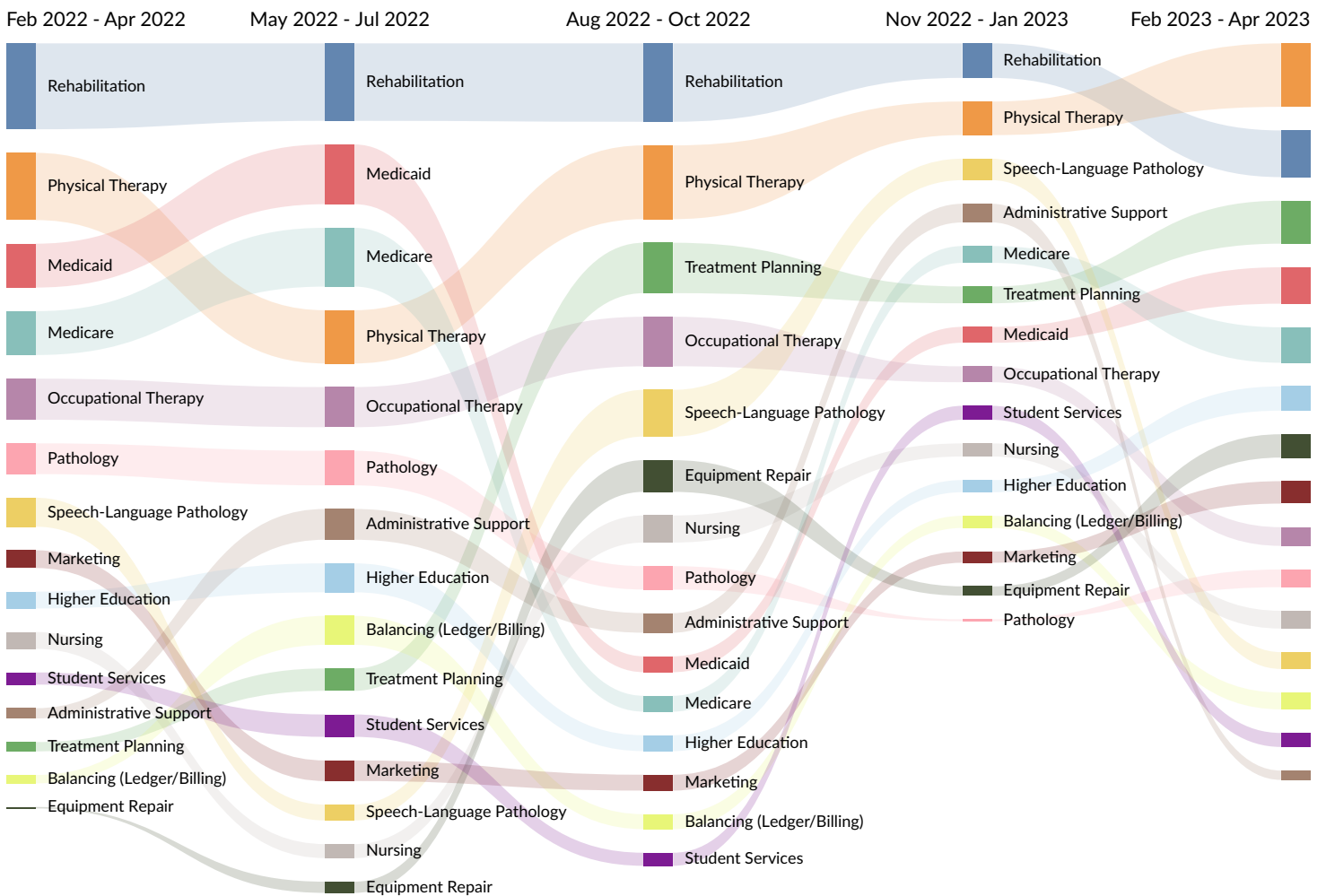
## Top Necessary Skills by Demand

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.



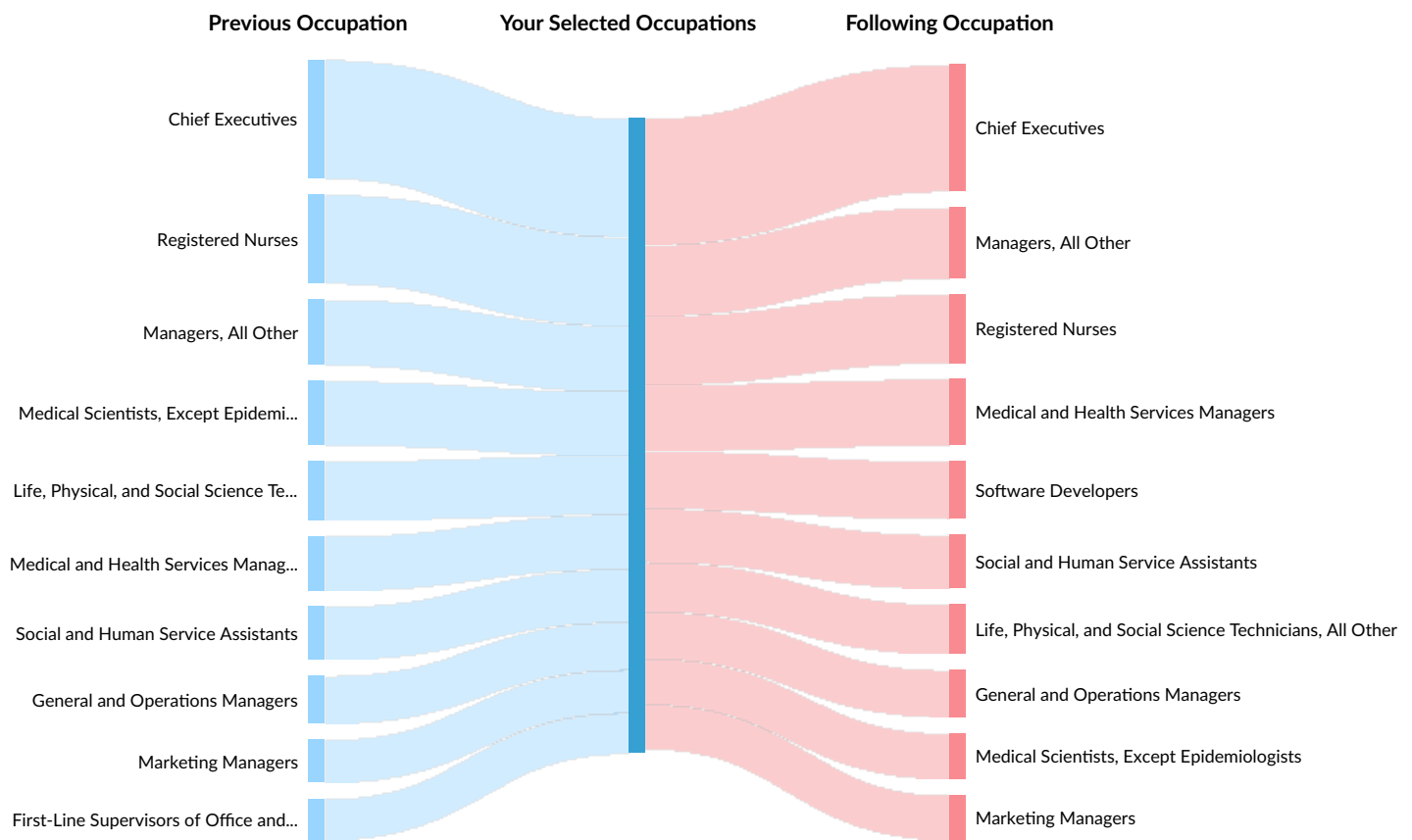
# Occupation Gain and Drain

## 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
Chief Executives	30,866
Registered Nurses	23,108
Managers, All Other	17,081

Previous Occupations	Transitions
Medical Scientists, Except Epidemiologists	16,620
Life, Physical, and Social Science Technicians, All Other	15,401
Medical and Health Services Managers	14,146
Social and Human Service Assistants	13,798
General and Operations Managers	12,464
Marketing Managers	11,172
First-Line Supervisors of Office and Administrative Support Workers	10,658
Market Research Analysts and Marketing Specialists	9,593
Public Relations Specialists	9,480
Software Developers	9,400
Physicians, All Other	9,075
Management Analysts	8,502
Lawyers	8,339
Public Relations Managers	8,045
Editors	7,780
Retail Salespersons	6,568
Business Operations Specialists, All Other	6,513
Customer Service Representatives	6,485
Financial Managers	6,476
Computer and Information Systems Managers	6,392
Natural Sciences Managers	6,132
Graphic Designers	5,930
Producers and Directors	4,604
Web Developers	4,491
Exercise Trainers and Group Fitness Instructors	4,467

Previous Occupations	Transitions
Sales Managers	4,387
Recreation Workers	4,190
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	4,093
Mental Health and Substance Abuse Social Workers	4,081
First-Line Supervisors of Production and Operating Workers	3,986
Architectural and Engineering Managers	3,903
Computer Systems Analysts	3,855
Computer Occupations, All Other	3,781
Biological Technicians	3,772
Executive Secretaries and Executive Administrative Assistants	3,637
Waiters and Waitresses	3,378
Accountants and Auditors	3,347
Industrial Engineers	3,328
Fast Food and Counter Workers	3,176
Project Management Specialists	3,056
Paralegals and Legal Assistants	3,009
Mechanical Engineers	2,752
Demonstrators and Product Promoters	2,679
Information Security Analysts	2,562
Medical Assistants	2,313
Cashiers	2,142
Financial and Investment Analysts	1,904
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	1,806
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,801

Previous Occupations	Transitions
First-Line Supervisors of Food Preparation and Serving Workers	1,783
First-Line Supervisors of Retail Sales Workers	1,770
Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers	1,582
Office Clerks, General	1,578
Stockers and Order Fillers	1,539
Hotel, Motel, and Resort Desk Clerks	1,450
Meeting, Convention, and Event Planners	1,424
Real Estate Sales Agents	1,348
Bookkeeping, Accounting, and Auditing Clerks	1,342
Home Health and Personal Care Aides	1,342
Receptionists and Information Clerks	1,209
Securities, Commodities, and Financial Services Sales Agents	1,175
Medical Secretaries and Administrative Assistants	1,014
Following Occupations	Transitions
Chief Executives	32,956
Managers, All Other	18,473
Registered Nurses	17,908
Medical and Health Services Managers	17,207
Software Developers	14,956
Social and Human Service Assistants	13,941
Life, Physical, and Social Science Technicians, All Other	12,860
General and Operations Managers	12,253
Medical Scientists, Except Epidemiologists	11,916
Marketing Managers	11,625

Following Occupations	Transitions
First-Line Supervisors of Office and Administrative Support Workers	11,309
Management Analysts	10,809
Market Research Analysts and Marketing Specialists	10,468
Public Relations Specialists	10,138
Public Relations Managers	9,015
Lawyers	8,412
Editors	8,383
Business Operations Specialists, All Other	7,706
Computer and Information Systems Managers	7,132
Customer Service Representatives	7,098
Financial Managers	6,844
Natural Sciences Managers	6,658
Physicians, All Other	5,943
Retail Salespersons	5,838
Graphic Designers	5,557
Web Developers	5,244
Architectural and Engineering Managers	4,865
Producers and Directors	4,829
Computer Systems Analysts	4,656
Sales Managers	4,635
Computer Occupations, All Other	4,443
Industrial Engineers	4,389
Executive Secretaries and Executive Administrative Assistants	4,139
First-Line Supervisors of Production and Operating Workers	4,068
Exercise Trainers and Group Fitness Instructors	4,043

Following Occupations	Transitions
Mental Health and Substance Abuse Social Workers	3,995
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	3,914
Accountants and Auditors	3,779
Project Management Specialists	3,592
Mechanical Engineers	3,471
Recreation Workers	2,935
Information Security Analysts	2,886
Real Estate Sales Agents	2,613
Demonstrators and Product Promoters	2,518
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	2,476
Medical Assistants	2,431
Financial and Investment Analysts	2,336
Waiters and Waitresses	2,309
Compliance Officers	2,297
Fast Food and Counter Workers	2,196
Paralegals and Legal Assistants	2,181
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	2,121
Operations Research Analysts	1,846
First-Line Supervisors of Retail Sales Workers	1,516
Engineers, All Other	1,486
Securities, Commodities, and Financial Services Sales Agents	1,482
Bookkeeping, Accounting, and Auditing Clerks	1,478
Cashiers	1,455
Meeting, Convention, and Event Planners	1,373



Following Occupations	Transitions
Office Clerks, General	1,310
Hotel, Motel, and Resort Desk Clerks	1,235
Receptionists and Information Clerks	992
Buyers and Purchasing Agents	910
Compensation, Benefits, and Job Analysis Specialists	366

## Graduate Pipeline



### 96 Programs

610 programs can train for this job, while only 96 programs have produced completers in this region.



### 2,312 Completions (2021)

The completions from all regional institutions for all degree types.



### 2,295 Openings (2021)

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

Top Programs	Completions (2021)
Business Administration and Ma...	248
Psychology, General	115
Liberal Arts and Sciences, Gener...	94
Biology/Biological Sciences, Gen...	92
Sociology, General	90

Top Schools	Completions (2021)
University of Wisconsin-Steven...	1,425
Northcentral Technical College	699
Mid-State Technical College	188

## Appendix A (Occupations)

Code	Description
11-3121	Human Resources Managers
11-3131	Training and Development Managers
11-9031	Education and Childcare Administrators, Preschool and Daycare
11-9032	Education Administrators, Kindergarten through Secondary
11-9033	Education Administrators, Postsecondary
11-9039	Education Administrators, All Other
11-9151	Social and Community Service Managers
13-1071	Human Resources Specialists
13-1075	Labor Relations Specialists
13-1151	Training and Development Specialists
13-2099	Financial Specialists, All Other
15-1231	Computer Network Support Specialists

Code	Description
15-1232	Computer User Support Specialists
15-1244	Network and Computer Systems Administrators
19-3033	Clinical and Counseling Psychologists
19-3034	School Psychologists
19-3039	Psychologists, All Other
21-1012	Educational, Guidance, and Career Counselors and Advisors
21-1019	Counselors, All Other
21-1021	Child, Family, and School Social Workers
21-1029	Social Workers, All Other
21-1099	Community and Social Service Specialists, All Other
25-1099	Postsecondary Teachers
25-2011	Preschool Teachers, Except Special Education

Code	Description
25-2012	Kindergarten Teachers, Except Special Education
25-2021	Elementary School Teachers, Except Special Education
25-2022	Middle School Teachers, Except Special and Career/Technical Education
25-2023	Career/Technical Education Teachers, Middle School
25-2031	Secondary School Teachers, Except Special and Career/Technical Education
25-2032	Career/Technical Education Teachers, Secondary School
25-2051	Special Education Teachers, Preschool
25-2052	Special Education Teachers, Kindergarten and Elementary School
25-2057	Special Education Teachers, Middle School
25-2058	Special Education Teachers, Secondary School
25-2059	Special Education Teachers, All Other
25-3011	Adult Basic Education, Adult Secondary Education, and English as a Second Language Instructors

Code	Description
25-3021	Self-Enrichment Teachers
25-3031	Substitute Teachers, Short-Term
25-3041	Tutors
25-3099	Teachers and Instructors, All Other
25-4012	Curators
25-4013	Museum Technicians and Conservators
25-4022	Librarians and Media Collections Specialists
25-4031	Library Technicians
25-9031	Instructional Coordinators
25-9044	Teaching Assistants, Postsecondary
25-9045	Teaching Assistants, Except Postsecondary
25-9099	Educational Instruction and Library Workers, All Other

Code	Description
27-2022	Coaches and Scouts
27-3099	Media and Communication Workers, All Other
27-4099	Media and Communication Equipment Workers, All Other
29-1122	Occupational Therapists
29-1123	Physical Therapists
29-1127	Speech-Language Pathologists
29-1181	Audiologists
29-1223	Psychiatrists

Code	Description
31-2021	Physical Therapist Assistants
31-2022	Physical Therapist Aides
33-9094	School Bus Monitors
39-9011	Childcare Workers
43-4121	Library Assistants, Clerical
43-4161	Human Resources Assistants, Except Payroll and Timekeeping
43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive
53-3051	Bus Drivers, School