

# Labor & Industry Data, High Priority Occupations, and Projected Occupational Growth Fields

## Lehigh Valley, PA Service Area

### Highlights:

- Overall employment in the Lehigh Valley will grow 37.7%, adding 131,410 jobs to the local economy, from 2010-2040. The majority of industries in the Lehigh Valley will see gains in employment.
- There are 5 targeted industry clusters in the Lehigh Valley. Within these clusters are a variety of High Priority Occupations.
- There are 45 High Priority Occupations (HPOs) projected to have a 5% increase or more in total number from 2010 to 2020.
- 23 of the 45 HPOs are within the Health Care field.
- The Health Care and Social Assistance sector is projected to gain the most jobs, followed by Professional and Business Services, and Construction, by 2040.
- Other top occupational growth fields include:
  - Supply Chain Management Personnel
  - Information and Communications Professionals
  - Engineers
  - Technicians (Business and Technology)
- Several industries such as arts, health care, and management of companies have added more jobs in recent years in the Lehigh Valley than in the nation. This may suggest the Lehigh Valley has a niche in these industries.



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**Targeted Industries Clusters in the Lehigh Valley** (Lehigh Valley Workforce Investment Board)

The Lehigh Valley is targeting the following industry categories for growth:

- Healthcare and Life Sciences**
- Diversified Manufacturing and Services**
- Business, Financial, and Professional Services**
- Information and Communication**
- Energy/Green Manufacturing and Services**

These clusters are identified because they:

- Provide above-average wages and be less reliant upon low-wage labor.
- Incorporate a high-technology, knowledge, skill-set component.
- Have synergy with existing Lehigh Valley workforce, infrastructure, educational and other institutions.
- Leverage existing Lehigh Valley assets to minimize land, energy and other resources.
- Expand upon established competitive positioning in the U.S. and globally.
- Have a high value-added component in the local economy.
- Be classified as growth industries at the state and/or national level.

**Job and Labor Market Outlook** (CareerLink Lehigh Valley)

*High Demand Occupations, Top Employers, and Workforce Trends*

**Current Top Occupations Employing Lehigh Valley Residents**

	Occupational Fields	2012 Total Number Employed (updated May 2013)
1	<b>Office and Administrative Support Occupations</b>	58,870
2	<b>Sales and Related Occupations</b>	34,910
3	<b>Food Preparation and Serving Related Occupations</b>	27,500
4	<b>Transportation and Material Moving Occupations</b>	27,120
5	<b>Production Occupations</b>	25,360
6	<b>Education, Training, and Library Occupations</b>	24,110
7	<b>Healthcare Practitioners and Technical Occupations</b>	23,040
8	<b>Installation, Maintenance, and Repair Occupations</b>	13,620
9	<b>Management Occupations</b>	13,370
10	<b>Business and Financial Operations Occupations</b>	13,030
11	<b>Healthcare Support Occupations</b>	12,740
12	<b>Building and Grounds Cleaning and Maintenance Occupations</b>	11,330
13	<b>Construction and Extraction Occupations</b>	11,210
14	<b>Personal Care and Service Occupations</b>	10,040

## TOP 50 EMPLOYERS IN THE LEHIGH VALLEY

1 LEHIGH VALLEY HOSPITAL CENTER	26 PPL SERVICES CORP
2 SAINT LUKE'S HOSPITAL	27 HCR MANOR CARE
3 AIR PRODUCTS AND CHEMICALS INC	28 PARKLAND SCHOOL DISTRICT
4 ALLENTOWN SCHOOL DISTRICT	29 EAST PENN SCHOOL DISTRICT
5 LEHIGH COUNTY	30 CRAYOLA LLC
6 GIANT FOOD STORES LLC	31 CITY OF ALLENTOWN
7 LEHIGH VALLEY PHYSICIAN GROUP	32 CARBON-LEHIGH INTERMEDIATE UNIT 21
8 LEHIGH UNIVERSITY	33 EASTON HOSPITAL
9 NORTHAMPTON COUNTY	34 SACRED HEART HOSPITAL
10 FEDERAL GOVERNMENT	35 NORTHAMPTON CNTY AREA COMM COLLEGE
11 SANDS BETHWORKS GAMING LLC	36 WELLS FARGO BANK NA
12 AMAZON COM DEDC LLC	37 LAFAYETTE COLLEGE
13 STATE GOVERNMENT	38 GOOD SHEPHERD REHAB NETWORK
14 DORNEY PARK/WILDWATER KINGDOM	39 CITY OF BETHLEHEM
15 MACK TRUCKS INC	40 VICTAULIC COMPANY
16 GUARDIAN LIFE INS CO OF AMERICA	41 COLONIAL INTERMEDIATE UNIT NO 20
17 BETHLEHEM AREA SCHOOL DISTRICT	42 JOB CONNECTIONS
18 LEHIGH VALLEY HOSPITAL	43 ST LUKE'S PHYSICIAN GROUP INC
19 WAL-MART ASSOCIATES INC	44 HOME DEPOT U S A INC
20 EASTON AREA SCHOOL DISTRICT	45 MUHLENBERG COLLEGE
21 B BRAUN MEDICAL INC	46 ALLIED PERSONNEL SERVICES INC
22 WEGMANS FOOD MARKETS INC	47 HEALTH NETWORK LABORATORIES
23 LUTRON ELECTRONICS CO INC	48 PPL GENERATION LLC
24 WEIS MARKETS INC	49 LSI LOGIC CORPORATION
25 THE WOOD COMPANY	50 NORTHAMPTON AREA SCHOOL DISTRICT

### Federal and State Government Entities Aggregated

\*Pennsylvania State Government includes all state employment except Penn State University, SEPTA and the System of Higher Ed.

## Top 10 In-Demand Occupational Groups in the Lehigh Valley Based on Job Ads

Occupation Group	March 2013	March 2012	Change
1- Transportation and Material Moving	1,156	930	+226
2- Arts, Design, Entertainment, Media	261	178	+83
3- Food Preparation and Serving Related	529	468	+61
4- Construction and Extraction	318	270	+48
5- Management Occupations	819	777	+42
6- Architecture and Engineering	589	552	+37
7- Education, Training, and Library	210	175	+35
8- Personal Care and Service	210	175	+35
9- Sales and Related Occupations	1,292	1,270	+22
10- Business and Financial Operations	532	518	+14

## Lehigh Valley High Priority Occupations (Lehigh Valley Workforce Investment Board)

Estimated 2010 Total Jobs by Occupation, Projected Job Totals for 2020, Annual Openings, and Percent Change

### Occupations with Projected Growth of 5% or Higher through 2020

Lehigh Valley Workforce Investment Board November 9, 2012

AD- Associate Degree, BD- Bachelor's Degree, MD- Master's Degree, PS- Post-Secondary,

OJT- On The Job, S- Short-term, M- Moderate-term, L- Long-term, WK EXP- Work Experience Needed

#### Healthcare-Related Occupations Highlighted in Orange

SOC Title	Educational Attainment	Annual Average	Estimated 2010	Projected 2020	Percent Change	Annual Openings
Accountants & Auditors	BD	\$65,110	2,410	2,560	6.22%	57
Bill & Account Collectors	MT OJT	\$27,180	1,710	2,080	21.64%	62
Biological Technicians	BD	\$40,450	130	140	7.69%	6
Cardiovascular Technologists & Technicians	AD	\$70,370	280	340	21.43%	10
Child, Family & School Social Workers	BD	\$37,000	750	810	8.00%	22
Cost Estimators	BD	\$66,250	350	390	11.43%	11
Database Administrators	BD	\$60,750	210	240	14.29%	5
Dental Assistants	PS	\$32,510	670	760	13.43%	21
Dental Hygienists	AD	\$55,050	450	510	13.33%	15
Diagnostic Medical Sonographers	AD	\$60,350	150	170	13.33%	4
Excavating & Loading Machine & Dragline Operators	WK EXP	\$45,090	180	190	5.56%	4
Healthcare Social Workers	MD	\$43,790	340	370	8.82%	11
Heavy & Tractor-Trailer Truck Drivers	WK EXP	\$43,540	4,230	4,560	7.80%	108
Home Health Aides	ST OJT	\$22,390	2,770	3,540	27.80%	102
Industrial Engineering Technicians	AD	\$40,530	120	130	8.33%	2
Industrial Engineers	BD	\$78,150	420	510	21.43%	19
Industrial Machinery Mechanics	LT OJT	\$45,550	850	910	7.06%	20
Industrial Truck & Tractor Operators	ST OJT	\$32,390	2,860	3,070	7.34%	93
Interviewers	ST OJT	\$31,590	270	300	11.11%	10

SOC Title	Educational Attainment	Annual Average	Estimated 2010	Projected 2020	Percent Change	Annual Openings
Licensed Practical & Licensed Vocational Nurses	PS	\$41,510	1,960	2,330	18.88%	90
Logisticians	BD+	\$58,610	150	170	13.33%	4
Medical & Clinical Laboratory Technicians	AD	\$42,630	410	440	7.32%	9
Medical Assistants	MT OJT	\$27,940	1,400	1,670	19.29%	45
Medical Records & Health Information Technicians	PS	\$31,330	480	560	16.67%	21
Mental Health & Substance Abuse Social Workers	BD	\$38,970	430	500	16.28%	16
Mental Health Counselors	MD	\$41,160	550	650	18.18%	21
Multiple Machine Tool Setters, Operators & Tenders, Metal & Plastic	MT OJT	\$33,200	200	220	10.00%	6
Nursing Aides, Orderlies & Attendants	PS	\$26,070	4,080	5,200	27.45%	149
Occupational Therapists	MD	\$70,890	320	390	21.88%	12
Occupational Therapy Assistants	AD	\$41,400	90	110	22.22%	3
Operating Engineers & Other Construction Equipment Operators	MT OJT	\$46,450	650	690	6.15%	17
Paralegals & Legal Assistants	AD	\$48,920	150	160	6.67%	3
Pharmacists	PROF	\$115,230	430	530	23.26%	18
Pharmacy Technicians	MT OJT	\$26,870	770	1,080	40.26%	55
Physical Therapist Assistants	AD	\$42,080	140	180	28.57%	6
Registered Nurses	AD	\$63,650	6,410	7,670	19.66%	232
Rehabilitation Counselors	MD	\$36,530	250	270	8.00%	7
Respiratory Therapists	AD	\$56,350	170	210	23.53%	7
Security & Fire Alarm Systems Installers	MT OJT	\$43,660	130	150	15.38%	4

SOC Title	Educational Attainment	Annual Average	Estimated 2010	Projected 2020	Percent Change	Annual Openings
Substance Abuse & Behavioral Disorder Counselors	MT OJT	\$37,130	240	290	20.83%	10
Supervisors - Helpers, Laborers & Material Movers	WK EXP	\$50,210	390	440	12.82%	13
Supervisors - Transportation & Vehicle Operators	WK EXP	\$58,830	480	520	8.33%	14
Surgical Technologists	PS	\$40,580	140	170	21.43%	7
Telecommunications Equipment Installers & Repairers	PS	\$56,950	290	310	6.90%	9
Veterinary Technologists & Technicians	AD	\$30,220	200	280	40.00%	14

From [Lehigh Valley Workforce Investment Board Strategic Plan, 2012-2017](#):

*“The 2012 High Priority Occupations list...reflects the skills needed to sustain and grow our Targeted Industry Clusters.*

***Nurses, healthcare professionals and support personnel are required to grow our healthcare providers. A critical mass of this talent is needed to keep attracting the best and brightest to the industry. The Lehigh Valley has two of the nation’s top-rated hospitals, Lehigh Valley Health Network and the St. Luke’s University Health Network. The two are also our top two employers.***

*The manufacturing base must continue to evolve and automate, reducing shot-floor labor to a minimum. While jobs in the actual production process will continue to decline, there will be increasing demand for **supply-chain management personnel** who either bring raw materials and supplies into the manufacturing process or channel finished product into distribution and wholesale networks.*

***Information and Communications networks will become increasingly automated and must be supported by professionals who are trained and competent in the newest technologies.***

***Business, Financial and Professional Services, as well as Green and Energy Related Industries will require engineers, technicians and business people who are trained and qualified in the latest products and technologies.***

*Lehigh Valley’s Targeted Industry Clusters will require people who are educated, qualified and capable of keeping employers productive and competitive.”*

## Lehigh Valley Employment Forecast 2040 (Lehigh Valley Planning Commission)

In the Lehigh Valley, the long-term trend of employment growth will continue to occur in the service-providing industries. Service-providing industries in the Lehigh Valley are expected to add jobs between 2010 and 2040 while jobs in the goods-producing industries are expected to decline. The employment decline in goods-producing industries is the result of continuing declines in manufacturing. The Lehigh Valley lost more manufacturing jobs than the nation as a whole, but has **several industries such as arts, healthcare and management of companies that added more jobs than the nation**. This may suggest the Lehigh Valley has a **niche in those industries**.

Employment growth in the Lehigh Valley will outpace employment growth nationally in future years. This suggests that the Lehigh Valley will remain an economically competitive region due to a variety of factors ranging from proximity to major markets, robust population growth, a growing labor force, and lower costs of production and labor in comparison to other markets.

Overall employment (from 2010 to 2040) will grow 37.7%, adding 131,410 jobs to the local economy. The majority of industries in the Lehigh Valley will see gains in employment.

**The health care and social assistance sector is projected to gain the most jobs, followed by professional and business services, and construction.** (see page 10 of report)

Sector	Job Gain Lehigh & Northampton Counties, 2010-2040
Health Care and Social Assistance	38,817
Professional and Technical Services	14,834
Construction	13,866
State and Local Government	12,853
Administrative and Waste Services	10,336
Accommodation and Food Services	7,872
Transportation and Warehousing	6,515

### “Move the Tassel to the Left”

*Article from Lehigh Valley Magazine, May/June 2013 which describes the shifts in education within the Lehigh Valley*

*Excerpt:*

Whether it's health care, the corporate world, manufacturing, the gaming or food-based industry or a career with any of the other “Top 20 Largest Employers” listed by Lehigh Valley Business Online, young adults who plan to explore their next phase of life right here in the Lehigh Valley need to know the No. 1 rule: education matters.

“We are running out of opportunities for workers without a high school diploma,” says Nancy Dischinat, executive director with Lehigh Valley Workforce Investment Board, Inc. (LVWIB). “There is competition for even entry-level jobs, which are now being filled by a more educated and skilled worker.”

There are four-year colleges and universities, including Cedar Crest, DeSales, Lafayette, Lehigh, Moravian, Muhlenberg and Penn State Lehigh Valley (PSLV) – whose alumni report boasts 69 percent ages 18-34 work in the Lehigh Valley in k-12 education, engineering, business and financial operations, health care and technology. Teaching and business/financial operations employ 69 percent of PSLV grads ages 18-24.