

# 2020

## The Greater New Orleans Jobs Report

PRESENTED BY



**GREATER NEW ORLEANS**  
REGIONAL ECONOMIC DEVELOPMENT

**BANK OF AMERICA** 





# A word from Bank of America

Over the last several years, Bank of America has expanded its presence in the Greater New Orleans region and has found GNO, Inc. to be a strong partner. For the past 2 years, we are proud to have invested in the Greater New Orleans Jobs Report, a cross-sector research report of current and projected middle and high skill occupational needs for the Greater New Orleans region. In the following pages, you'll see the findings unveiled. To call 2020 a challenging year would be an understatement. That being said, we believe that the hard work of the GNO, Inc. staff and the findings of this report in particular will continue to help drive the region forward.

GNO, Inc. tackles an important task – addressing workforce development needs to enhance resiliency by increasing regional capacity to retain and expand businesses, create jobs, and grow revenues.

COVID-19 brought about unprecedented changes to our workplace environment – forcing all to adapt to a “new normal” almost overnight. Workplace evolution will continue to drive innovation all around us. The workplace of the not-too-distant future will look very different than it does today. The advances are accelerating to the point where there is even a new name for the phenomenon — Industry 4.0 — predicted to be every bit as seismic as the moves to steam power, assembly lines, and the Internet.

Workforce development is a priority for Bank of America and our clients. GNO, Inc.'s leadership is crucial in the regional workforce development landscape, specifically their work to align industry demand with training and education opportunities in the region.

In the pages that follow, you will discover a detailed view of skills needed for 2021 and beyond. We hope the findings help inform your company's talent attraction and retention strategies, and lay the groundwork for the future of work in Greater New Orleans.

On behalf of our entire Bank of America team, we thank GNO, Inc. for their leadership, vision, and commitment to strengthening our local community, investing in NextGen talent, and elevating economic progress for the region.

Sincerely,

**Jonathan Matessino**

Senior Vice President of Global Commercial Banking  
*Bank of America*



# A word from GNO, Inc.

In 2019, GNO, Inc. published the first Greater New Orleans Jobs Report, a comprehensive analysis of the jobs that will drive our economy over the next decade. The report analyzed 54 occupations within GNO, Inc.'s focus sectors that had a living wage of at least \$17.98 and were expected to see sustained growth over the next decade.

Over the past year, the coronavirus pandemic has led to significant shifts in the regional economy. The majority of the jobs featured in the 2019 report have withstood coronavirus economic impacts and will continue to play an important role in a post-coronavirus economic recovery. However, GNO, Inc. will use the 2020 Jobs Report to take a new, more deliberate approach in preparing our workforce for what lies ahead through a deeper dive into the skills associated with demand-driven jobs across industry sectors.

We believe it is critical to understand the current skills landscape in the Greater New Orleans economy so that, collectively and in partnership with stakeholders, we can ensure workers are able to access meaningful career opportunities.

Now, more than ever, it is imperative that the regional workforce meets the demands of the evolving economy in an equitable manner. By focusing on transitional skills that can be applied across industries, we can help our regional workforce transition to the post-coronavirus economy.

I would like to give a special thanks to Bank of America for providing the support that made it possible to publish the 2020 Greater New Orleans Jobs Report. And, we look forward to working with our vast stakeholder network to apply these findings in workforce development, higher education, and training programs across Greater New Orleans.

Sincerely,

**Michael Hecht**

*President and CEO*

Greater New Orleans, Inc.



# Contents

Introduction	4
Regional Outlook and Action Plan	7
Transitional Outlook	
Digital Media and Technology	9
Health Sciences	13
Advanced Manufacturing	17
Trade and Logistics	21
Regional Higher Education and Training Providers	25

# Introduction

The coronavirus pandemic has led to substantial shifts in the economy, resulting in both near- and long-term impacts. The pandemic accelerated existing trends, such as automation and remote work, and highlighted gaps in the national and regional economy, specifically the inequitable exposure to economic shocks for many workers.

In Greater New Orleans, it is estimated that nearly half of all jobs are “at risk” from the coronavirus. And, many of the jobs hardest hit by the pandemic are most likely to be lower-wage and lower-skilled.

However, many of our region’s workers have developed valuable skills through their experiences that can serve as the building blocks to new career pathways. There is enormous opportunity to identify and tap into these skills to build a more robust and resilient workforce for the future.

While it is challenging to predict the jobs and skills of the future, we can be deliberate in preparing our workforce for the post-coronavirus economy. The Greater New Orleans region is in a unique position to capitalize on emerging economic trends, and with the right training and resources, our region’s workforce stands to benefit.

What follows in this report is an in-depth analysis of the occupations identified to be most at risk due to the pandemic, and how we can prepare and position the region’s workforce for the post-coronavirus economy.

Mapping out the needs of our post-coronavirus economy will provide a critical tool for regional economic development, K-12, workforce development, and higher education partners to build career pathways for students to access the high-wage, high-demand jobs of the future.

## OCCUPATIONAL OVERVIEW

The global economy is undergoing a rapid transformation as a result of the coronavirus, and the same is true in the Greater New Orleans region where more than 312,000 jobs, or 46% of regional jobs, are considered at risk.

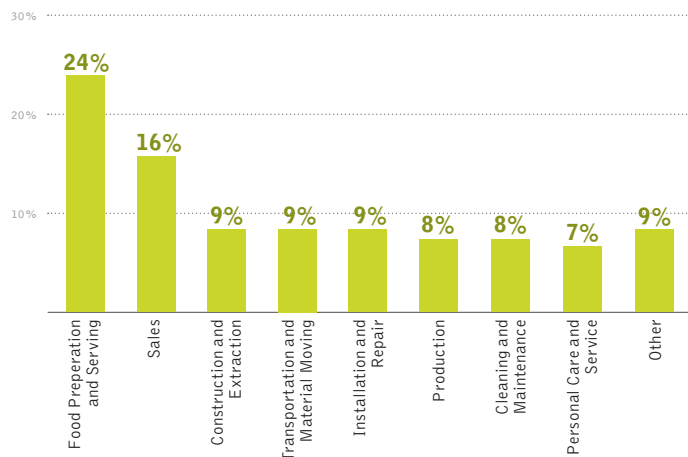
To identify at-risk occupations, Federal Reserve Bank of St Louis economist Charles Gascon classified occupations based on three criteria:

- \* Occupations essential to public health or safety
- \* Occupations where work can likely be completed remotely
- \* Occupations likely to be salaried

Occupations that did not fall into at least one of these three categories are identified to be “at risk.”

Of the 312,000 jobs that are considered at risk in the Greater New Orleans region, 24% are in food preparation and serving and 16% are in sales and related occupations.

### % OF JOBS AT RISK IN GREATER NEW ORLEANS

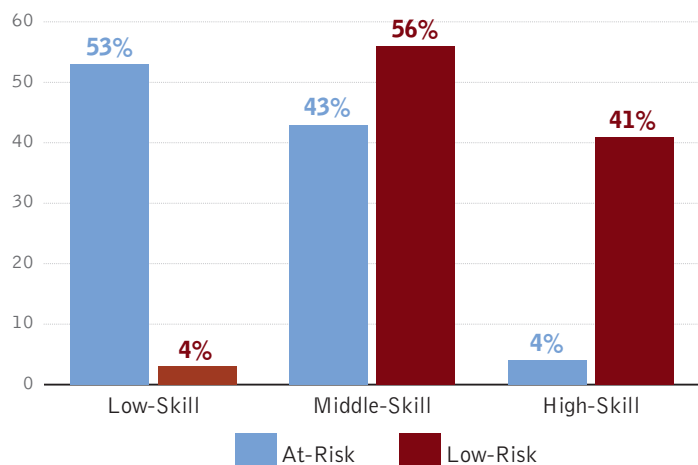


Source: Federal Reserve Bank of St. Louis, Emsi

Over half of the jobs that are at risk in our region are in occupations considered basic-skill, meaning they do not require any formal education. Meanwhile, only 4% of the at-risk jobs are considered high-skill, meaning a job associated with a bachelor's degree or above. This is not to say the workers who hold basic-skill jobs have not learned valuable skills.

The opposite is often the case: workers in these jobs learn valuable skills that can serve as career stepping stones. This can include skills such as communications, customer service, and problem solving. When coupling these soft skills, or “base skills,” with gateway skills, such as computer programming and nursing, workers are able to transition to high-growth, high-wage careers.

### SKILL LEVEL

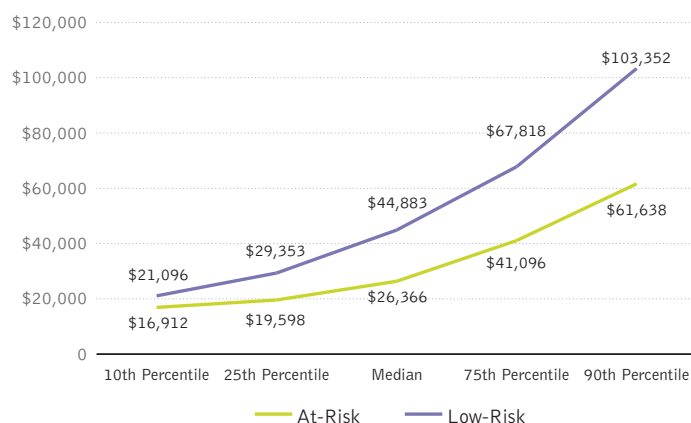


Source: Federal Reserve Bank of St. Louis, Emsi

In addition to at-risk jobs being primarily basic-skill, the median wage associated with these jobs is well below the median wage of low-risk jobs. Occupations that are classified as at risk have a median annual salary of just \$26,366, compared to \$44,883 for low-risk jobs. The wage gap between at-risk and low-risk jobs grows even further when examining the highest wage earners in each grouping. For at-risk workers, those in the 90th percentile earn nearly \$42,000 less than workers in low-risk occupations. This means that

workers in low-risk occupations have a greater opportunity to improve their career earnings.

### WAGES



Source: Federal Reserve Bank of St. Louis, Emsi

Workers who are in at-risk occupations are also more likely to be a minority and/or under the age of 34. Amongst at-risk occupations, 41% of the workforce is under the age of 34, compared to just 29% who are under the age of 34 in low-risk occupations. Further, 46% of jobs that are considered at-risk are held by minorities, compared to 38% in low-risk occupations.

What's more, even before the pandemic, many of the workers in at-risk occupations experienced lower levels of employment stability. In fact, while low-risk occupations experienced a 54% turnover rate in 2019, the high-risk occupations experienced a turnover rate of 87% in that same time.

The coronavirus has exposed thousands of our region's most vulnerable workers. **As the Greater New Orleans region recovers from the economic impacts of the coronavirus, we must be deliberate in ensuring workers have access to skills training that aligns with career pathways providing economic mobility and prosperity.** It is critical to invest in training, infrastructure, and workforce development programs that produce equitable opportunities for the region's workforce to thrive in a post-coronavirus economy.

# Regional Outlook

There is no doubt that the coronavirus pandemic will lead to lasting economic transformations. The Greater New Orleans region is uniquely positioned to capitalize on economic trends that will occur in a post-coronavirus economy.

Not only has the pandemic highlighted the demand for technical competencies, but there is also the opportunity for a greater number of manufacturing companies to call the region home as they repatriate their supply chains. Further, the region stands to benefit and grow its standing as a logistical hub as consumer attitudes shift. Finally, as universities and healthcare systems in the region continue to remain at the forefront of innovation and care, the health science sector is equipped to continue its upward growth.

To capitalize on the evolving nature of the economy, we must be deliberate in educating, training, and upskilling the workforce in order to position workers to access the high-wage, high-growth jobs that correspond with these industries. It is imperative that our workforce has the ability to adapt to the rapidly changing nature of the economy.

Many workers in the region have developed base skills that can translate to a number of different industries. However, in order to successfully transition, workers will need to “stack” their base skills with other industry-specific skills known as “gateway” skills. When stacking base skills such as problem solving, customer service, or communications with other industry-specific skills, such as computer programming or robotics, workers will have access to a number of high-wage, high growth jobs across the region.

# Action Plan

To ensure a strong and equitable recovery from the coronavirus pandemic, the Greater New Orleans region must place a strong emphasis on awareness of and access to education and training opportunities, for all. With 13 higher education partners in Greater New Orleans, a statewide focus on high school career readiness via the new Fast Forward Program, a statewide rapid training response via Louisiana Community and Technical College System’s Reboot Your Career Program, and various training providers targeting in-demand industry sectors, the region is well-positioned to leverage our resources to create robust, equitable workforce pipelines.

With equity in mind, there are many barriers that continue to interfere with access to education and training, many exacerbated by the coronavirus pandemic including affordability, time, transportation, and childcare.

Another key gap that the region must address is outmigration, or the “brain drain,” of our local talent, including alumni and professionals from regional four-year colleges and universities.

Based on this regional context and findings illustrated herein, GNO, Inc. is focusing on the following core initiatives in the

workforce development sphere. Each of the following efforts is designed to augment these gaps through market awareness and clear communication around changing occupations, skills analyses, industry trends, and evolving technologies:

- **Alignment Between Higher Education and Industry**

Ensure industry needs are reflected in higher education curriculum and demand-driven, custom-built programming is available at both the university and community college levels.

*GNO, Inc. Signature Initiative: GNOu*

- **Awareness of Career and Training Opportunities in Greater New Orleans**

Produce a suite of research and resources that highlight accurate data around the quality and quantity of regional occupations. Promote these efforts through robust outreach and engagement.

*GNO, Inc. Signature Initiatives: GNOCareerGuide.org, Greater New Orleans Jobs Reports, and Employer Connection Roundtables*

- **Attraction to Regional Higher Education Institutions**

Position the Greater New Orleans region as a premiere destination for workforce training and education—at both two year schools and four year universities.

*GNO, Inc. Signature Initiative: StudyNOLA.com*

- **Retention of Graduates in Greater New Orleans**

Connect job seekers to employment opportunities in the region through direct, one-on-one engagement as well as a resources guiding job seekers to regional opportunities.

*GNO, Inc. Signature Initiatives: Employer Connections Roundtables, DestinationGNO.com, and WorkNOLA.com*

- **Economic Mobility in Greater New Orleans**

Alignment of initiatives that produce focus on community and workforce challenges that lead toward a shared goal of economic access and prosperity.

*GNO, Inc. Signature Initiative: Economic Mobility Action Plan*

- **Workforce Development Partnerships**

Connect and align of regional workforce development professionals, nonprofit service providers, training and technical skills providers, and higher education to ensure individuals are knowledgeable of the opportunities that lead to career growth.

*GNO, Inc. Signature Initiative: Create a “one-stop-shop” regional online resource to connect individuals to training programs, service providers, and additional regional partners making the training ecosystem easier to access and understand.*



# Digital Media and Technology

As the economy becomes increasingly more digitally connected, technology jobs are an essential component in supporting our daily activities. Now, more than ever, consumers are relying on technology to facilitate remote work, order dinner, and even conduct health care visits. Technology competencies and jobs can be found in every industry sector in the Greater New Orleans region.

The Greater New Orleans region is well equipped to capitalize on the diverse needs of an increasingly digital economy. Having already experienced record job announcements (e.g., DXC, Accruent, and iMerit) and fundraising rounds (e.g., Lucid, Resilia, and AxoSim), the Greater New Orleans technology ecosystem is comprised of a diverse range of employers.

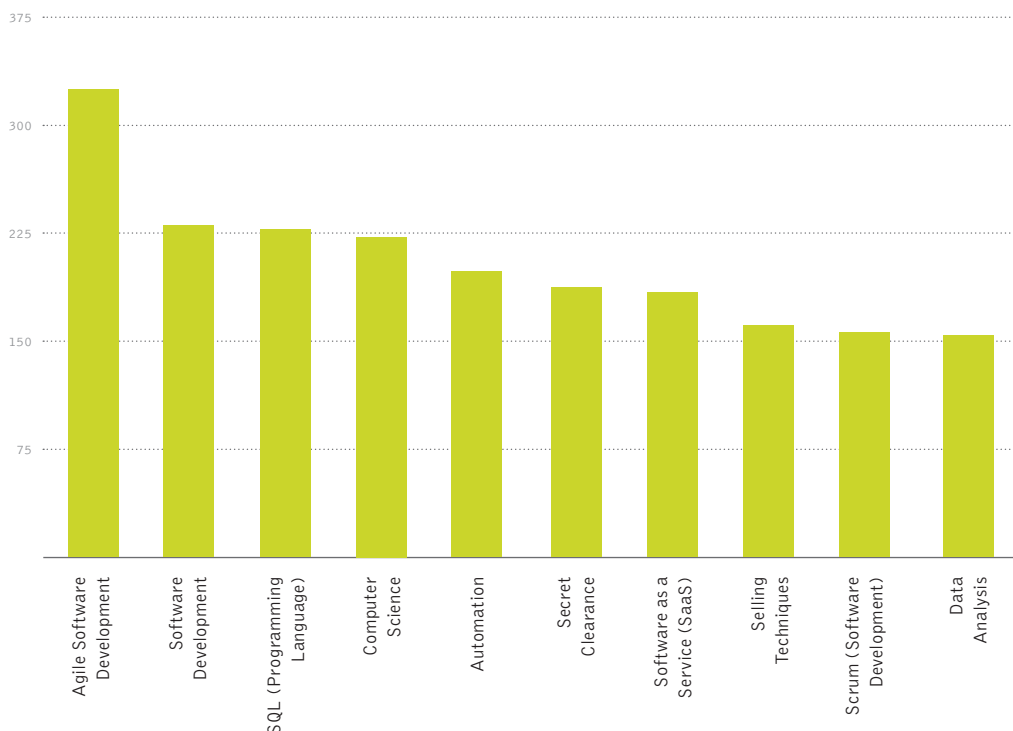
As a result of the diverse nature of the technology sector in the region, many companies rely on a number of different skills. According to a 2019 GNO, Inc. survey, the top competencies that companies were hiring for included:

- Developers, Programmers, and Engineers
- Project Management
- Database Managers, System Administrators, and DevOps
- QA and Testing
- Deployment
- Graphic Designers
- Sales
- UX/UI

One sub-sector of the digital media economy where the region stands to benefit is video game development. With hundreds of industry workers located in the Greater New Orleans region, the global games market is projected to be worth \$159 billion in 2020, according to the World Economic Forum. While it depends on the medium in which a game is developed, two of the most common skills that a video game developer needs to be successful are Unity and C#.

Other segments of the region's technology sector that will continue to see growth are software development and information technology as teleworking becomes more common.

## SKILL PROFILE Number of Unique Postings (Mar - Dec 2020)



Source: Emsi

## INDUSTRY OVERVIEW

2020 Jobs  
**6,526**

Average Salary  
**\$75,099**

Middle-Skill Jobs  
**30%**

% Nearing Retirement  
**20%**

# Career Transitions

Base Skill

## Communications

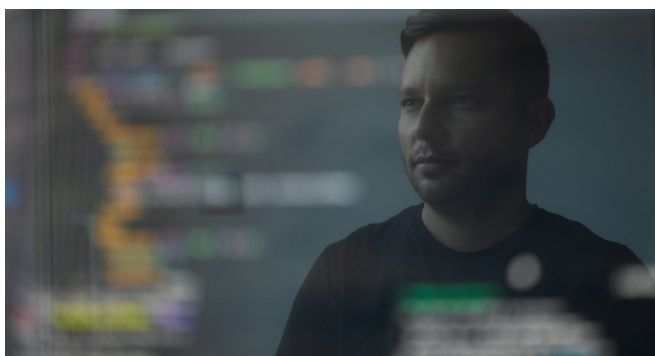
This skill describes effectively conveying a message to others.

Gateway Skill

## SQL

This skill is a computer language used to retrieve information from a database.

## TRANSITION OCCUPATIONS



### SOFTWARE DEVELOPERS

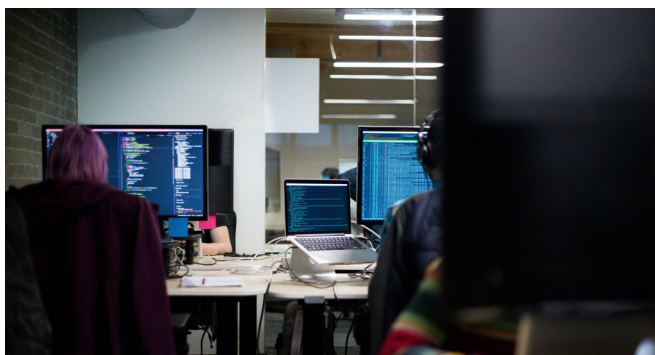
Develop, create, and modify general computer applications software or specialized utility programs.

*Jobs: 1,091*

*Median Hourly Wage: \$40.15*

*Typical Entry Level Education: Bachelor's degree*

*Skill Level: High*



### MANAGEMENT ANALYSTS

Conduct organizational studies and evaluations, design systems and procedures, conduct work simplification and measurement studies, and prepare operations and procedures manuals to assist management in operating more efficiently and effectively.

*Jobs: 2,133*

*Median Hourly Wage: \$35.78*

*Typical Entry Level Education: Bachelor's degree*

*Skill Level: High*



### COMPUTER SYSTEMS ANALYSTS

Analyze science, engineering, business, and other data processing problems to implement and improve computer systems.

*Jobs: 1,059*

*Median Hourly Wage: \$39.52*

*Typical Entry Level Education: Bachelor's degree*

*Skill Level: High*



# Low-Barrier Career Pathways

The region is a burgeoning center for innovation and excellence in technology and digital media, from advertising and graphic design to sound recording and software development. Skill development and strong portfolio of experience is key to career growth. Key technical skills such as SQL, Agile, and UX/UI, coupled with strong client facing communication skills provides a wide variety of career opportunities in the region.

## COMPUTER SYSTEMS ANALYSTS

Analyze science, engineering, business, and other data processing problems to develop and implement solutions to complex applications problems, system administration issues, or network concerns. Perform systems management and integration functions, improve existing computer systems, and review computer system capabilities, workflow, and schedule limitations.

*Jobs: 1,047*

*Median Hourly Wage: \$39.52*

*Typical Entry Level Education: Bachelor's degree*

*Skill Level: High\**

## COMPUTER NETWORK SUPPORT SPECIALISTS

Analyze, test, troubleshoot, and evaluate existing network systems, such as local area networks (LAN), wide area networks (WAN), cloud networks, servers, and other data communications networks. Perform network maintenance to ensure networks operate correctly with minimal interruption.

*Jobs: 511*

*Median Hourly Wage: \$29.34*

*Typical Entry Level Education: Associate's degree*

*Skill Level: Middle*

## COMPUTER USER SUPPORT SPECIALISTS

Provide technical assistance to computer users. Answer questions or resolve computer problems for clients in person, via telephone, or electronically. May provide assistance concerning the use of computer hardware and software, including printing, installation, word processing, electronic mail, and operating systems.

*Jobs: 1,359*

*Median Hourly Wage: \$21.05*

*Typical Entry Level Education: Some college, no degree*

*Skill Level: Middle*

## DATABASE ADMINISTRATORS AND ARCHITECTS

Administer, test, and implement computer databases, applying knowledge of database management systems. Coordinate changes to computer databases. Identify, investigate, and resolve database performance issues, database capacity, and database scalability.

*Jobs: 222*

*Median Hourly Wage: \$34.37*

*Typical Entry Level Education: Bachelor's degree*

*Skill Level: High\**

## COMPUTER PROGRAMMERS

Create, modify, and test the code and scripts that allow computer applications to run. Work from specifications drawn up by software and web developers or other individuals. May develop and write computer programs to store, locate, and retrieve specific documents, data, and information.

*Jobs: 548*

*Median Hourly Wage: \$33.62*

*Typical Entry Level Education: Bachelor's degree*

*Skill Level: High\**

## SOFTWARE DEVELOPERS AND SOFTWARE QUALITY ASSURANCE ANALYSTS AND TESTERS

Research, design, and develop computer and network software or specialized utility programs. Analyze user needs and develop software solutions, applying principles and techniques of computer science, engineering, and mathematical analysis. Update software or enhance existing software capabilities.

*Jobs: 1,038*

*Median Hourly Wage: \$40.15*

*Typical Entry Level Education: Bachelor's degree*

*Skill Level: High\**

## WEB DEVELOPERS AND DIGITAL INTERFACE DESIGNERS

Develop and implement websites, web applications, application databases, and interactive web interfaces. Evaluate code to ensure that it is properly structured, meets industry standards, and is compatible with browsers and devices. Optimize website performance, scalability, and server-side code and processes.

*Jobs: 374*

*Median Hourly Wage: \$25.50*

*Typical Entry Level Education: Associate's degree*

*Skill Level: Middle*

## SALES REPRESENTATIVES OF SERVICES, EXCEPT ADVERTISING, INSURANCE, FINANCIAL SERVICES, AND TRAVEL

Sell services to individuals or businesses.

*Jobs: 2,895*

*Median Hourly Wage: \$25.90*

*Typical Entry Level Education: High school diploma or equivalent*

*Skill Level: Middle*

**\*Note:** In the digital media sector, regional employers have indicated a willingness to hire workers who do not possess a bachelor's degree if the worker has the skills and portfolio necessary to succeed.

# Health Sciences

Prior to the pandemic, the health sciences industry in Greater New Orleans was the fastest growing industry in the region, having grown by 17% from 2009 – 2019. The sector is the largest of GNO, Inc.'s six key industries, and offers a diverse range of opportunities to workers with varying educational attainment levels.

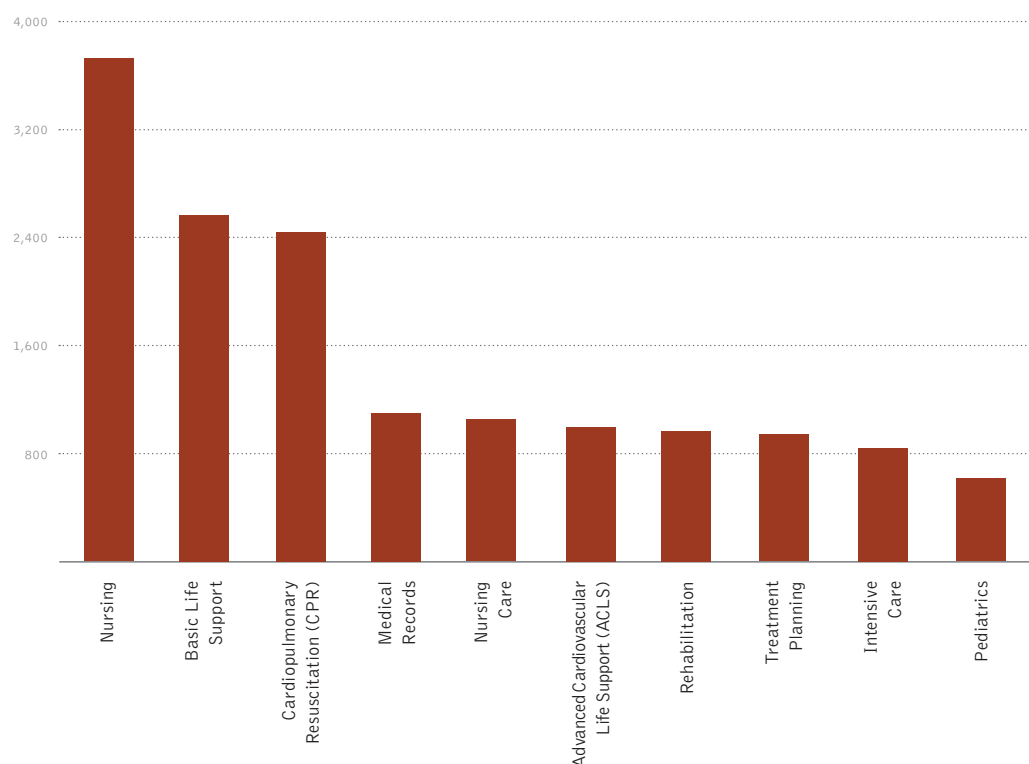
Both in the immediate and long term, many healthcare-related occupations will continue to be in high demand. Healthcare related jobs featured in the 2019 Greater New Orleans Jobs Report are all expected to experience continued growth moving forward.

In the near-term, jobs associated with combatting the impact of the coronavirus will be in significant demand. This includes jobs such as respiratory therapists, registered nurses, and lab technicians. While these jobs have been in demand throughout the pandemic, it is also expected that they will continue to grow even after the country reaches herd immunity.

In the long-term, an increased focus on health disparities and chronic conditions that have been exacerbated by the coronavirus will lead to job growth in these focus areas. Jobs that address chronic health conditions include medical coaches and cardiovascular technologists. Meanwhile, community health workers and health educators will be utilized to address health disparities. These jobs require a wide range of educational background, ranging from a high school diploma to an advanced degree.

Prior to the pandemic, telehealth was a burgeoning sub-sector within the health sciences sector. In a post-COVID economy, telehealth trends that we present prior to the pandemic will accelerate as patient attitudes shift and as health systems look to further innovate. While most of the clinical telehealth jobs are held by high-skill workers, middle-skill opportunities are available in jobs such as registration, patient support, and health coaching. Further, tech-related competencies are needed on the back end to support telehealth infrastructure.

## SKILL PROFILE Number of Unique Postings (Mar - Dec 2020)



Source: Emsi

## INDUSTRY OVERVIEW

2020 Jobs  
**80,990**

Average Salary  
**\$58,550**

Middle-Skill Jobs  
**55%**

% Nearing Retirement  
**20%**



# Career Transitions

Base Skill

## Customer Service

This skill provides an overall positive experience to customers of a product or service.

Gateway Skill

## Nursing

This skill describes the provision of care for patients in all settings including preventative and acute care.

### TRANSITION OCCUPATIONS



#### REGISTERED NURSES

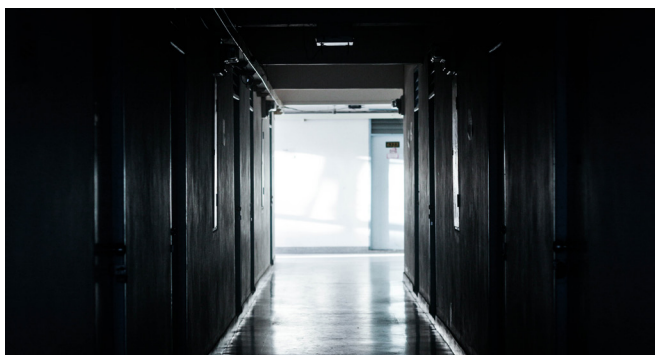
Assess patient health problems and needs, develop and implement nursing care plans, and maintain medical records. Administer nursing care to ill, injured, convalescent, or disabled patients. May advise patients on health maintenance and disease prevention or provide case management.

*Jobs:* 15,866

*Median Hourly Wage:* \$32.54

*Typical Entry Level Education:* Bachelor's degree

*Skill Level:* High



#### MEDICAL AND HEALTH SERVICES MANAGERS

Plan, direct, or coordinate medical and health services provided in hospitals, clinics, managed care organizations, public health agencies, or similar organizations.

*Jobs:* 1,767

*Median Hourly Wage:* \$47.38

*Typical Entry Level Education:* Bachelor's degree

*Skill Level:* High



#### LICENSED PRACTICAL NURSES

Care for ill, injured, or convalescing patients or persons with disabilities in hospitals, nursing homes, clinics, private homes, group homes, and similar institutions.

*Jobs:* 4,673

*Median Hourly Wage:* \$20.99

*Typical Entry Level Education:* Postsecondary nondegree award

*Skill Level:* Middle

# Low-Barrier Career Pathways

A growing network of top-notch hospitals, trauma centers, and clinics serve the Greater New Orleans population, and both the volume and caliber of healthcare professionals and groundbreaking research continue to climb. To continue this growth, the health science sector provides a clear gateway for individuals transitioning careers. The region's strong customer service workforce coupled with a variety of industry specific training provides a clear path for advancement within the sector.

## OCCUPATIONAL HEALTH AND SAFETY TECHNICIANS

Collect data on work environments for analysis by occupational health and safety specialists. Implement and conduct evaluation of programs designed to limit chemical, physical, biological, and ergonomic risks to workers.

*Jobs: 166*

*Median Hourly Wage: \$18.91*

*Typical Entry Level Education: High school diploma or equivalent*

*Skill Level: Middle*

## SOCIAL AND HUMAN SERVICE ASSISTANTS

Assist other social and human service providers in providing client services in a wide variety of fields, such as psychology, rehabilitation, or social work, including support for families. May assist clients in identifying and obtaining available benefits and social and community services.

*Jobs: 1,326*

*Median Hourly Wage: \$15.58*

*Typical Entry Level Education: High school diploma or equivalent*

*Skill Level: Middle*

## RESPIRATORY THERAPISTS

Assess, treat, and care for patients with breathing disorders. Assume primary responsibility for all respiratory care modalities, including the supervision of respiratory therapy technicians. Initiate and conduct therapeutic procedures; maintain patient records; and select, assemble, check, and operate equipment.

*Jobs: 914*

*Median Hourly Wage: \$26.31*

*Typical Entry Level Education: Associate's degree*

*Skill Level: Middle*

## CLINICAL LABORATORY TECHNOLOGISTS AND TECHNICIANS

Perform complex medical laboratory tests for diagnosis, treatment, and prevention of disease. May train or supervise staff. Perform routine medical laboratory tests for the diagnosis, treatment, and prevention of disease.

*Jobs: 1,406*

*Median Hourly Wage: \$24.87*

*Typical Entry Level Education: Bachelor's degree*

*Skill Level: High\**

## CARDIOVASCULAR TECHNOLOGISTS AND TECHNICIANS

Conduct tests on pulmonary or cardiovascular systems of patients for diagnostic, therapeutic, or research purposes. May conduct or assist in electrocardiograms, cardiac catheterizations, pulmonary functions, lung capacity, and similar tests.

*Jobs: 586*

*Median Hourly Wage: \$19.92*

*Typical Entry Level Education: Associate's degree*

*Skill Level: Middle*

## DIAGNOSTIC MEDICAL SONOGRAPHERS

Produce ultrasonic recordings of internal organs for use by physicians. Includes vascular technologists.

*Jobs: 502*

*Median Hourly Wage: \$31.04*

*Typical Entry Level Education: Associate's degree*

*Skill Level: Middle*

## RADIOLOGIC TECHNOLOGISTS AND TECHNICIANS

Take x-rays and CAT scans or administer nonradioactive materials into patients bloodstream for diagnostic or research purposes. Includes radiologic technologists and technicians who specialize in other scanning modalities.

*Jobs: 1,101*

*Median Hourly Wage: \$26.75*

*Typical Entry Level Education: Associate's degree*

*Skill Level: Middle*

## MEDICAL DOSIMETRISTS, MEDICAL RECORDS SPECIALISTS, AND HEALTH TECHNOLOGISTS AND TECHNICIANS, ALL OTHER

Generate and supervise radiation treatment plans. Compile and maintain medical records of hospital and clinic patients. Classify medical and healthcare concepts, including diagnosis, procedures, medical services, and equipment, into numerical coding systems.

*Jobs: 2,127*

*Median Hourly Wage: \$17.37*

*Typical Entry Level Education: Postsecondary nondegree award*

*Skill Level: Middle*

\*Note: Although this occupation is listed as high-skill, clinical lab technicians typically need an Associate's degree.

# Advanced Manufacturing

The Greater New Orleans region is currently home to a diverse range of manufacturers ranging from aerospace engineering to food manufacturing. Companies in the region benefit from unparalleled access to six Class I railroads and multiple deep-draft ports.



The Advanced Manufacturing sector offers thousands of high-paying opportunities for workers who do not possess a bachelor's degree. In fact, 83% of jobs do not require a bachelor's degree and the industry as a whole has an average salary of nearly \$12/hour more than that of the regional average across all industries.

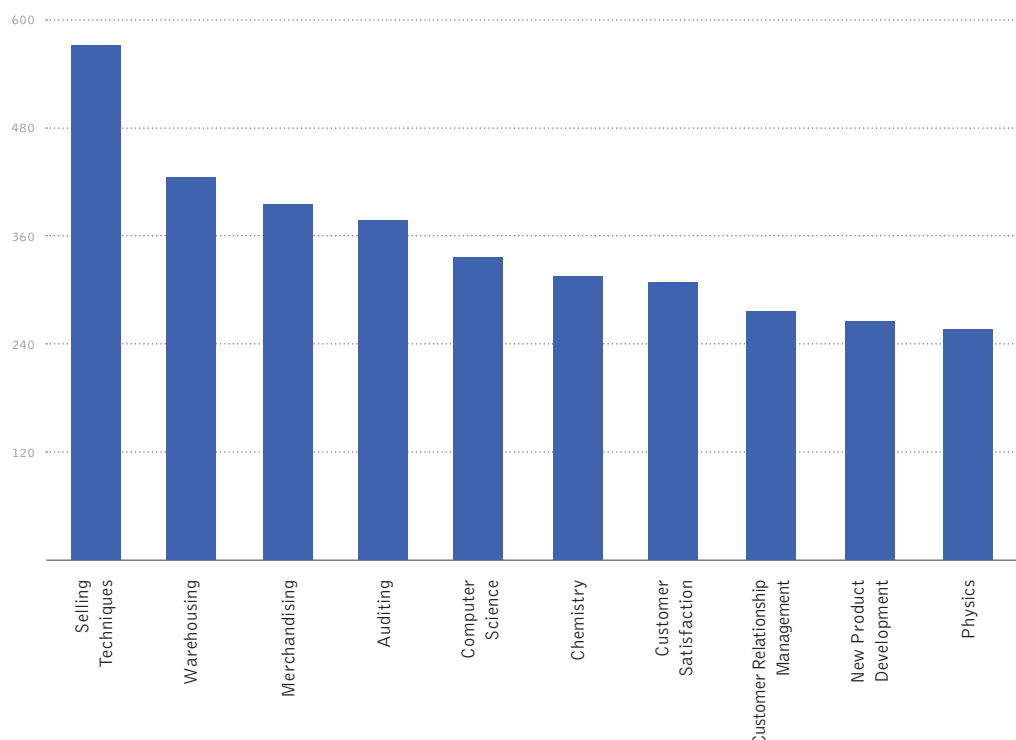
However, the pandemic has exposed flaws in manufacturing companies' supply chains across the globe. As companies look to manufacture in closer proximity to the consumer, operations have the opportunity to be "re-shored." Manufacturing companies in the region have long benefited from a highly trained workforce and logistical advantages. As companies look to re-shore their operations, Greater New Orleans stands to benefit.

Capitalizing on manufacturing growth in the region will require a workforce not only well versed in "legacy skills," such as welding and machining, but will also require workers to be trained in new and emerging trends like automation and robotics maintenance. The skill of automation was present in 3% of all online manufacturing job postings in Greater New Orleans.

Further, Greater New Orleans' famous cuisine, vast access to agriculture, and some of the largest cold-storage capacity in America, makes it a natural location for value-added food manufacturing. In order to succeed in this sub-sector, workers will need to master skills such as automation, food science, and warehousing.

## SKILL PROFILE

Number of Unique Postings (Mar - Dec 2020)



Source: Emsi

## INDUSTRY OVERVIEW

2020 Jobs  
**17,295**

Average Salary  
**\$75,935**

Middle-Skill Jobs  
**71%**

% Nearing Retirement  
**27%**

# Career Transitions

Base Skill

## Problem Solving

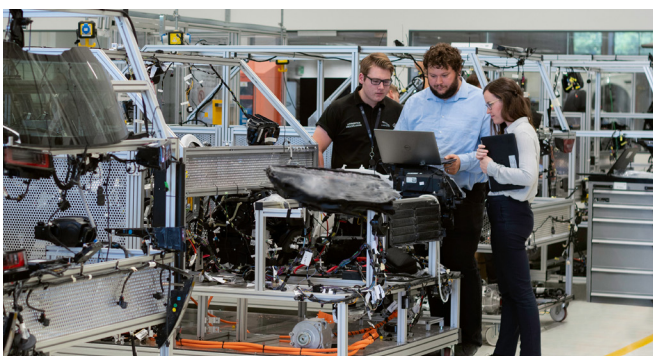
This skill utilizes critical thinking skills to identify and execute solutions.

Gateway Skill

## + Automation/Robotics/ Mechatronics

This skill encompasses the development, use, and maintenance of systems that increase efficiency in the manufacturing process.

### TRANSITION OCCUPATIONS



#### INDUSTRIAL ENGINEERS

Design, develop, test, and evaluate integrated systems for managing industrial production processes, including human work factors, quality control, inventory control, logistics and material flow, cost analysis, and production coordination.

*Jobs: 499*

*Median Hourly Wage: \$42.59*

*Typical Entry Level Education: Bachelor's*

*Skill Level: High*



#### SOFTWARE DEVELOPERS

Develop, create, and modify general computer applications software or specialized utility programs.

*Jobs: 1,091*

*Median Hourly Wage: \$40.15*

*Typical Entry Level Education: Bachelor's degree*

*Skill Level: High*



#### INDUSTRIAL ENGINEERING TECHNICIANS

Apply engineering theory and principles to problems of industrial layout or manufacturing production, usually under the direction of engineering staff. May perform time and motion studies on worker operations in a variety of industries for purposes such as establishing standard production rates or improving efficiency.

*Jobs: 72*

*Median Hourly Wage: \$27.81*

*Typical Entry Level Education: Associate's degree*

*Skill Level: Middle*

# Low-Barrier Career Pathways

The Greater New Orleans has a strong advanced manufacturing legacy. From food processing to aerospace manufacturing, the region is home to many advanced manufacturing companies that provide high-wage high-demand career pathways. Utilizing problem solving skill sets coupled with training in automation, robotics, and mechatronics will provide transitioning or new entry workers a strong pathway to multiple occupations that provide high-wage trajectory in the region.

## COMPUTER USER SUPPORT SPECIALISTS

Provide technical assistance to computer users. Answer questions or resolve computer problems for clients in person, via telephone, or electronically. May provide assistance concerning the use of computer hardware and software, including printing, installation, word processing, electronic mail, and operating systems.

*Jobs: 1,359*

*Median Hourly Wage: \$21.05*

*Typical Entry Level Education: Some college, no degree*

*Skill Level: Middle*

## FIRST-LINE SUPERVISORS OF RETAIL SALES WORKERS

Directly supervise and coordinate activities of retail sales workers in an establishment or department. Duties may include management functions, such as purchasing, budgeting, accounting, and personnel work, in addition to supervisory duties.

*Jobs: 6,041*

*Median Hourly Wage: \$19.07*

*Typical Entry Level Education: High school diploma or equivalent*

*Skill Level: Middle*

## SALES REPRESENTATIVES, WHOLESALE AND MANUFACTURING, TECHNICAL AND SCIENTIFIC PRODUCTS

Sell goods for wholesalers or manufacturers where technical or scientific knowledge is required in such areas as biology, engineering, chemistry, and electronics, normally obtained from at least 2 years of postsecondary education.

*Jobs: 1,157*

*Median Hourly Wage: \$29.56*

*Typical Entry Level Education: Bachelor's degree*

*Skill Level: High\**

## INDUSTRIAL MACHINERY MECHANICS

Repair, install, adjust, or maintain industrial production and processing machinery or refinery and pipeline distribution systems. May also install, dismantle, or move machinery and heavy equipment according to plans.

*Jobs: 1,841*

*Median Hourly Wage: \$40.15*

*Typical Entry Level Education: High school diploma or equivalent*

*Skill Level: Middle*

## CHEMICAL TECHNICIANS

Conduct chemical and physical laboratory tests to assist scientists in making qualitative and quantitative analyses of solids, liquids, and gaseous materials for research and development of new products or processes, quality control, maintenance of environmental standards, and other work involving experimental, theoretical, or practical application of chemistry and related sciences.

*Jobs: 509*

*Median Hourly Wage: \$30.57*

*Typical Entry Level Education: Associate's degree*

*Skill Level: Middle*

## MAINTENANCE WORKERS, MACHINERY

Lubricate machinery, change parts, or perform other routine machinery maintenance.

*Jobs: 525*

*Median Hourly Wage: \$20.95*

*Typical Entry Level Education: High school diploma or equivalent*

*Skill Level: Middle*

## FIRST-LINE SUPERVISORS OF PRODUCTION AND OPERATING WORKERS

Directly supervise and coordinate the activities of production and operating workers, such as inspectors, precision workers, machine setters and operators, assemblers, fabricators, and plant and system operators.

*Jobs: 2,506*

*Median Hourly Wage: \$33.01*

*Typical Entry Level Education: High school diploma or equivalent*

*Skill Level: Middle*

## FIRST-LINE SUPERVISORS OF TRANSPORTATION AND MATERIAL MOVING WORKERS, EXCEPT AIRCRAFT CARGO HANDLING SUPERVISORS

Directly supervise and coordinate the activities of helpers, laborers, or material movers, hand. Directly supervise and coordinate activities of material-moving machine and vehicle operators and helpers. Supervise and coordinate activities of passenger attendants.

*Jobs: 2,260*

*Median Hourly Wage: \$25.72*

*Typical Entry Level Education: High school diploma or equivalent*

*Skill Level: Middle*

\*Note: Although this job is listed as high-skill, opportunities are available for workers with some college, but no degree.



# Trade and Logistics

As consumers' attitudes have shifted to online shopping, and businesses look to keep inventory close to the consumer, a post-coronavirus economy provides opportunities for the region to expand its logistical capabilities. With access to multiple deep-draft ports, six Class 1 railroads, and a highly connected highway system, the region is a prime location to capitalize on the evolving trends in the trade and logistics sector.

Trade and logistics jobs have long played a central role in the region's economy, providing high-wage, high-growth jobs for middle-skill workers. While trade and logistics jobs centered around water transportation have been, and will continue to be at the forefront of this sector, other segments such as warehousing and trucking will see strong growth in a post coronavirus economy.

During the pandemic, a number of subsectors in trade and logistics have experienced healthy growth in terms of job postings. For example, the warehousing subsector has seen job postings increase from just 24 jobs in March to 150 jobs in August. The Warehousing subsector includes general warehousing and refrigerated warehousing. By August 2020, job postings for the warehousing subsector had already outpaced 2019 year-end postings. An example of skills needed in this subsector include forklift operation, quality control, and auditing.

Meanwhile, both heavy and light truck driver job openings have surged during the pandemic, growing by 46% from March to August 2020.

As the region continues to expand its logistical capabilities over the next decade, including the dredging of the Mississippi River, an expanded Port of New Orleans complex, and expanded warehouse capacity, skilled workers will be needed to ensure the region can meet the growing demand.

## INDUSTRY OVERVIEW

2020 Jobs  
**27,547**

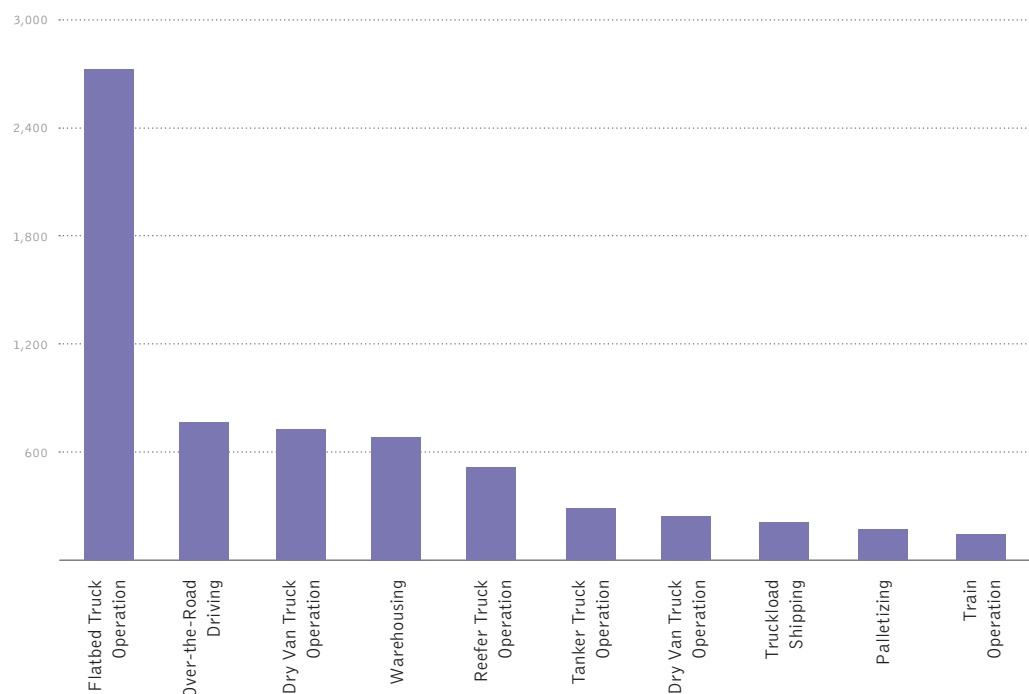
Average Salary  
**\$62,715**

Middle-Skill Jobs  
**62%**

% Nearing Retirement  
**25%**

## SKILL PROFILE

Number of Unique Postings (Mar - Dec)



Source: Emsi

# Career Transitions

Base Skill

## Operations

This skill is the establishment and execution of workflows, policies and procedures.

Gateway Skill

## + Transportation Worker Identification Card (TWIC)

This credential is needed to access secure areas of port facilities and vessels.

## TRANSITION OCCUPATIONS



### HEAVY AND TRACTOR-TRAILER TRUCK DRIVERS

Drive a tractor-trailer combination or a truck with a capacity of at least 26,000 pounds Gross Vehicle Weight (GVW). May be required to unload contents of a truck.

*Jobs:* 5,860

*Median Hourly Wage:* \$19.60

*Typical Entry Level Education:* Postsecondary nondegree award

*Skill Level:* Middle



### MARINE ENGINEERS AND NAVAL ARCHITECTS

Design, develop, and evaluate the operation of marine vessels, ship machinery, and related operational equipment, such as power supply and propulsion systems.

*Jobs:* 60

*Median Hourly Wage:* \$51.21

*Typical Entry Level Education:* Bachelor's degree

*Skill Level:* Middle



### CAPTAINS, MATES, AND PILOTS OF WATER VESSELS

Command or supervise operations of ships and water vessels, such as tugboats and ferryboats. Required to hold license issued by United States Coast Guard.

*Jobs:* 2,294

*Median Hourly Wage:* \$49.57

*Typical Entry Level Education:* Postsecondary nondegree award

*Skill Level:* Middle

# Low-Barrier Career Pathways

Greater New Orleans region was founded as the nation's logistical hub and continues to offer unparalleled infrastructure for international trade. The sector continues to see strong growth as the region recovers from the coronavirus pandemic. Companies in the region continue to need a workforce that has a strong base skill set paired with industry recognized certifications that prepare individuals for steady growth over their careers.

## TRANSPORTATION, STORAGE, AND DISTRIBUTION MANAGERS

Plan, direct, or coordinate transportation, storage, or distribution activities in accordance with organizational policies and applicable government laws or regulations. Includes logistics managers.

*Jobs: 591*

*Median Hourly Wage: \$41.21*

*Typical Entry Level Education: High school diploma or equivalent*

*Skill Level: Middle*

## CHEMICAL EQUIPMENT OPERATORS AND TENDERS

Operate or tend equipment to control chemical changes or reactions in the processing of industrial or consumer products. Equipment used includes devulcanizers, steam-jacketed kettles, and reactor vessels.

*Jobs: 372*

*Median Hourly Wage: \$31.21*

*Typical Entry Level Education: High school diploma or equivalent*

*Skill Level: Middle*

## INSPECTORS, TESTERS, SORTERS, SAMPLERS, AND WEIGHERS

Inspect, test, sort, sample, or weigh nonagricultural raw materials or processed, machined, fabricated, or assembled parts or products for defects, wear, and deviations from specifications. May use precision measuring instruments and complex test equipment.

*Jobs: 1,814*

*Median Hourly Wage: \$22.51*

*Typical Entry Level Education: High school diploma or equivalent*

*Skill Level: Middle*

## FIRST-LINE SUPERVISORS OF TRANSPORTATION AND MATERIAL MOVING WORKERS, EXCEPT AIRCRAFT CARGO HANDLING SUPERVISORS

Directly supervise and coordinate the activities of helpers, laborers, or material movers, hand. Directly supervise and coordinate activities of material-moving machine and vehicle operators and helpers. Supervise and coordinate activities of passenger attendants.

*Jobs: 2,260*

*Median Hourly Wage: \$25.72*

*Typical Entry Level Education: High school diploma or equivalent*

*Skill Level: Middle*

## LIGHT TRUCK DRIVERS

Drive a light vehicle, such as a truck or van, with a capacity of less than 26,001 pounds Gross Vehicle Weight (GVW), primarily to pick up merchandise or packages from a distribution center and deliver. May load and unload vehicle.

*Jobs: 4,107*

*Median Hourly Wage: \$16.51*

*Typical Entry Level Education: High school diploma or equivalent*

*Skill Level: Middle*

## SAILORS AND MARINE OILERS

Stand watch to look for obstructions in path of vessel, measure water depth, turn wheel on bridge, or use emergency equipment as directed by captain, mate, or pilot. Break out, rig, overhaul, and store cargo-handling gear, stationary rigging, and running gear. Perform a variety of maintenance tasks to preserve the painted surface of the ship and to maintain line and ship equipment.

*Jobs: 3,226*

*Median Hourly Wage: \$17.97*

*Typical Entry Level Education: No formal educational credential*

*Skill Level: Basic*

## CRANE AND TOWER OPERATORS

Operate mechanical boom and cable or tower and cable equipment to lift and move materials, machines, or products in many directions.

*Jobs: 769*

*Median Hourly Wage: \$25.84*

*Typical Entry Level Education: High school diploma or equivalent*

*Skill Level: Middle*

## TANK CAR, TRUCK, AND SHIP LOADERS

Load and unload chemicals and bulk solids, such as coal, sand, and grain, into or from tank cars, trucks, or ships, using material moving equipment. May perform a variety of other tasks relating to shipment of products. May gauge or sample shipping tanks and test them for leaks.

*Jobs: 453*

*Median Hourly Wage: \$20.69*

*Typical Entry Level Education: No formal educational credential*

*Skill Level: Basic*



# Regional Higher Education & Training Providers

The Greater New Orleans region is home to 13 universities and colleges, including three HBCUs, three MBA programs, two medical schools, two law schools, an architecture school, and a dental school. These tremendous assets make Greater New Orleans a true center of higher education excellence.

The region is also equipped with a robust, diverse ecosystem of training and technical skills providers that offer employability skills and industry-driven training programs. Focus areas include youth programming, upskilling adult education, and professional executive courses.

The long-term success of the Greater New Orleans region is predicated on our ability to expand and sustain a skilled workforce available to our region's growing industry sectors. The region's higher education and training providers offer a variety of rapid upskilling (12-weeks max) to long term courses that will provide the necessary gateway skills to prepare individuals for sustainable career trajectory.

## GREATER NEW ORLEANS HIGHER EDUCATION PARTNERS



## ADDITIONAL TRAINING & TECHNICAL SKILLS PARTNERS



Visit [worknola.com](http://worknola.com) to view additional providers in the region.