

Strengthening Career and Technical Education

Columbus GA-AL MSA

2024

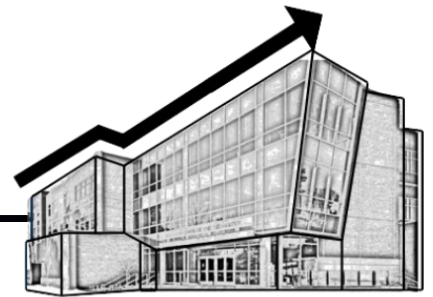


(706) 569-4650

butlercenter@columbusstate.edu

4225 University Ave, Columbus

GA 31907



Points to consider when reading the Perkins V report.

1- Annual employment growth can be negative, while annual employment demand for the same industry/occupation is positive. This is because we may be losing jobs because of the negative domestic migration (discussed in the education attainment report and on the Butler Center Website). However, the annual demand stays positive as it considers separation from retirement and transfer to another occupation/industry.

2- The NAICS industry is divided into levels: 11 super sectors, 20 sectors (2 digits), 99 subsectors (3 digits), 311 groups (4 digits), 709 (5 digits), and 1057 (6 digits). The 20 sectors are projected to decline in Columbus, yet inside those 20 sectors, there are 4 digits, or 6 digits industries are projected to grow.

For example, the two digits sector, Health Care and Social Assistance (62) is projected to annually decline by 44 jobs; however, inside the two digits sector, there is a four digits group, Home Health Care Services (6216) is projected to add 92 jobs in the next 10 years.

3- Similarly, all occupations “major groups” are projected to decline in Columbus except information technology in the next 10 years. However, inside the 23 (2 digits major occupations) there are detailed occupations that are expected to grow. Occupations are divided into 23 major groups, 98 minor groups, 459 broad occupations, and 867 detailed occupations.

4- The annual wages in the report don’t include benefits.

5- Employment counts are calculated based on place of work does not place of residence.

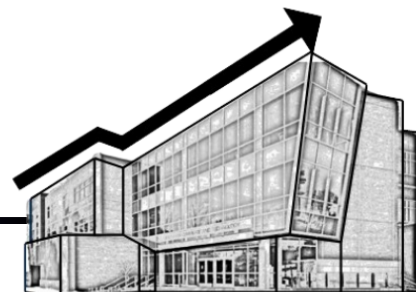
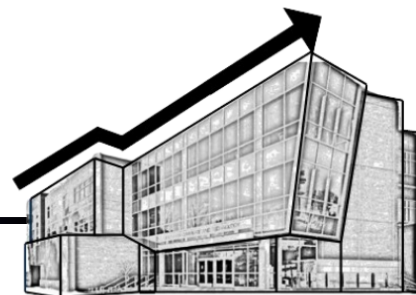


Table of Contents

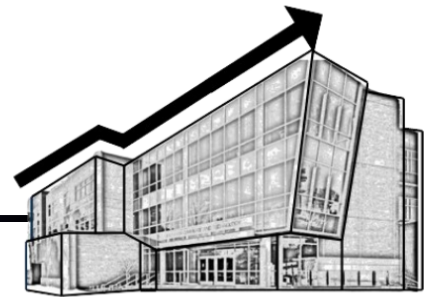
<u>About this Report</u>	4
<u>Industry Growth Forecasts</u>	5
<u>Industry Forecasts Including Retirement Demand</u>	7
<u>Detailed Industry Projections</u>	8
<u>Career Cluster Growth Forecasts</u>	9
<u>Career Cluster Forecasts Including Retirement Demand</u>	10
<u>Detailed Occupation Projections</u>	11
<u>Top Employers Advertising for Jobs</u>	12
<u>Top Skills in Demand for Job Ads</u>	13
<u>Regional Colleges and Universities</u>	15
<u>Columbus, GA-AL MSA Regional Map</u>	16
<u>Data Notes</u>	17
<u>Region Definition</u>	18
<u>FAQs</u>	19



About this Report

The education industry supplies human capital to all industries. This report takes a macroeconomic view of the industries and the occupations that currently underpin the Columbus, GA-AL MSA economy. Knowing what skills and occupations local employers need now and, in the future, will help the education community better anticipate curriculum that prepares students for those job openings.

This report is designed to help educators who want to move beyond compliance and use Perkins V to make a real difference in their students' education. It provides actionable labor market intelligence—one of the Comprehensive Local Needs Assessment's (CLNA's) six requirements to bridge secondary education students to skilled jobs that employers need in the Columbus, GA-AL MSA.

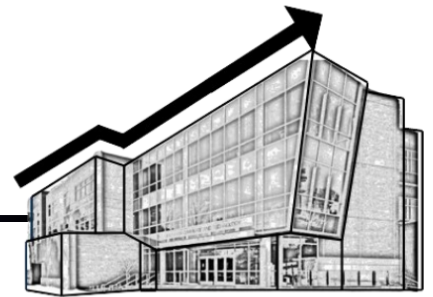


Industry Growth Forecasts

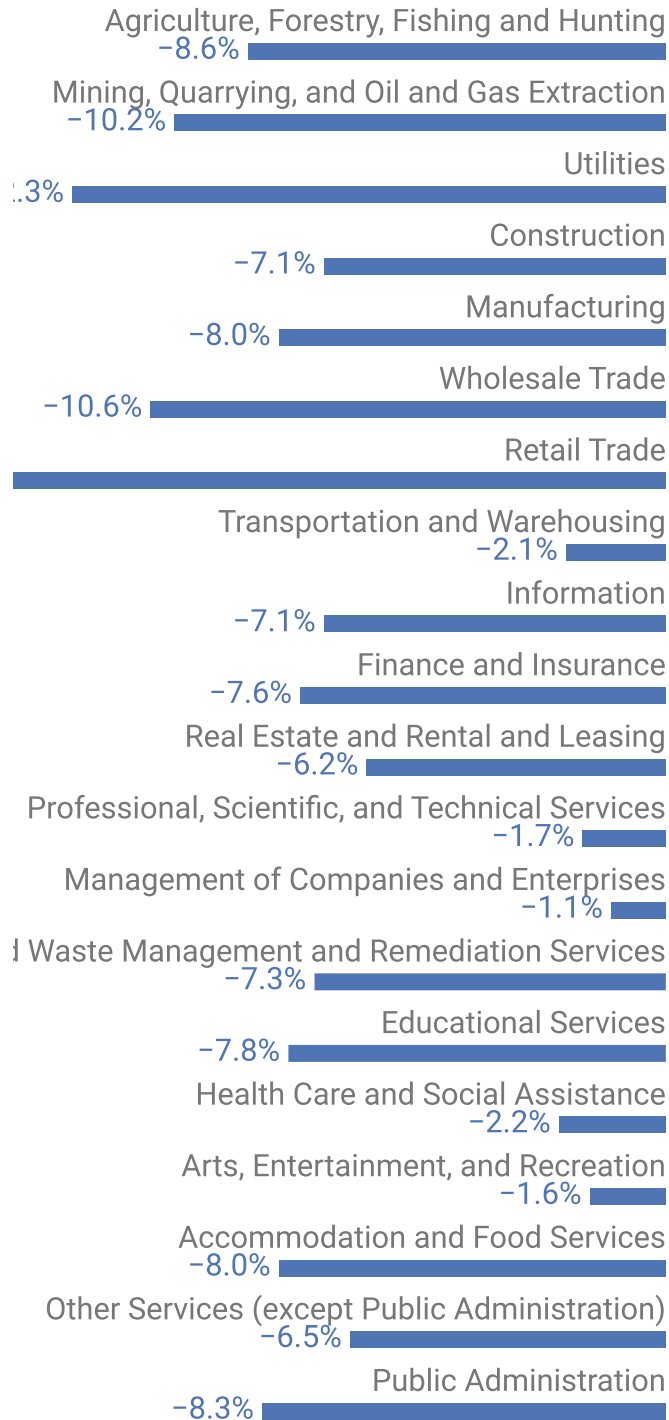
To help high school students select careers, educators can show them the earnings potential and the job opportunities across all industries today and in the future.

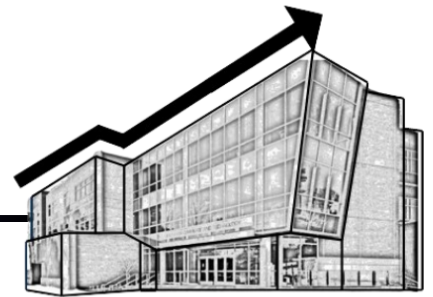
Employers can be categorized into one of 20 major industry sectors. The chart below shows the net job growth forecast for these sectors in the Columbus, GA-AL MSA.

As of the third quarter of 2023, the Columbus, GA-AL MSA had 0 sectors forecast to have positive employment growth over the next ten years and 20 sectors projected to contract.



10 Year Forecast Growth Rate

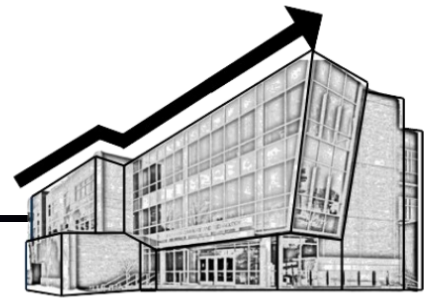




Industry Forecasts Including Retirement Demand

For an accurate assessment of future demand, the number of people retiring from an industry need to be taken into account. From that perspective, the "Accommodation and Food Services," "Health Care and Social Assistance" and "Retail Trade" sectors are expected to have the highest annual job demand in the Columbus, GA-AL MSA.

Sector	Employment	Avg Ann Wages	Ann Empl Growth	Ann Total Demand
Accommodation and Food Services	13,824	\$21,255	-115	2,317
Health Care and Social Assistance	19,368	\$55,951	-44	1,846
Retail Trade	14,505	\$30,828	-209	1,770
Manufacturing	10,554	\$67,741	-88	972
Administrative and Support and Waste Management and Remediation Services	8,924	\$37,412	-67	952
Educational Services	10,498	\$45,968	-85	899
Other Services (except Public Administration)	6,209	\$28,792	-42	665
Public Administration	7,868	\$55,338	-68	653
Finance and Insurance	7,533	\$89,253	-59	570
Professional, Scientific, and Technical Services	6,102	\$62,288	-11	486
Construction	6,075	\$54,887	-45	479
Transportation and Warehousing	3,683	\$50,959	-8	394
Arts, Entertainment, and Recreation	1,672	\$30,541	-3	246
Wholesale Trade	2,524	\$63,479	-28	226
Real Estate and Rental and Leasing	2,154	\$52,269	-14	194
Management of Companies and Enterprises	1,991	\$116,664	-2	168
Information	1,211	\$55,253	-9	99
Agriculture, Forestry, Fishing and Hunting	824	\$35,521	-7	91
Utilities	358	\$91,932	-5	27
Mining, Quarrying, and Oil and Gas Extraction	256	\$70,144	-3	21
Total - All Industries	126,606	\$49,432	-905	12,861



Detailed Industry Projections

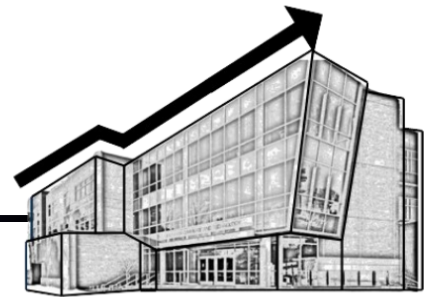
Total employment in the Columbus, GA-AL MSA is forecast to decline 6.9% over the next ten years, compared with an expected growth rate of 3.0% in the nation over the same period.

At the detailed industry level, "Individual and Family Services" and "Computer Systems Design and Related Services" are expected to experience the most job gains over this period.

Industry	Employment	Avg Ann Wages	Hist 10yr Change	Proj 10yr Growth
Individual and Family Services	1,061	\$29,399	129	183
Computer Systems Design and Related Services	1,608	\$59,418	379	134
Outpatient Care Centers	1,099	\$48,651	14	124
Home Health Care Services	1,071	\$36,729	85	92
Offices of Other Health Practitioners	1,011	\$46,749	295	90
Other Electrical Equipment and Component Manufacturing	319	\$121,411	-101	75
Animal Slaughtering and Processing	1,447	\$36,266	-222	54
Educational Support Services	308	\$33,972	281	47
Facilities Support Services	847	\$45,209	466	43
Other Professional, Scientific, and Technical Services	580	\$39,347	-258	28

"Restaurants and Other Eating Places" and "Elementary and Secondary Schools" are projected to have the largest job declines in the region over the next ten years.

Industry	Employment	Avg Ann Wages	Hist 10yr Change	Proj 10yr Growth
Restaurants and Other Eating Places	10,567	\$20,461	407	-878
Elementary and Secondary Schools	8,040	\$46,551	-710	-729
General Medical and Surgical Hospitals	6,734	\$70,024	137	-452
Warehouse Clubs, Supercenters, and Other General Merchandise Retailers	3,165	\$26,696	879	-406
Executive, Legislative, and Other General Government Support	4,517	\$44,393	-1,131	-323
Grocery and Convenience Retailers	2,087	\$27,224	-63	-257
Activities Related to Credit Intermediation	2,260	\$114,848	-1,684	-252
National Security and International Affairs	2,363	\$73,113	-516	-246
Employment Services	2,351	\$34,807	23	-234
Religious Organizations	2,044	\$19,612	-80	-186

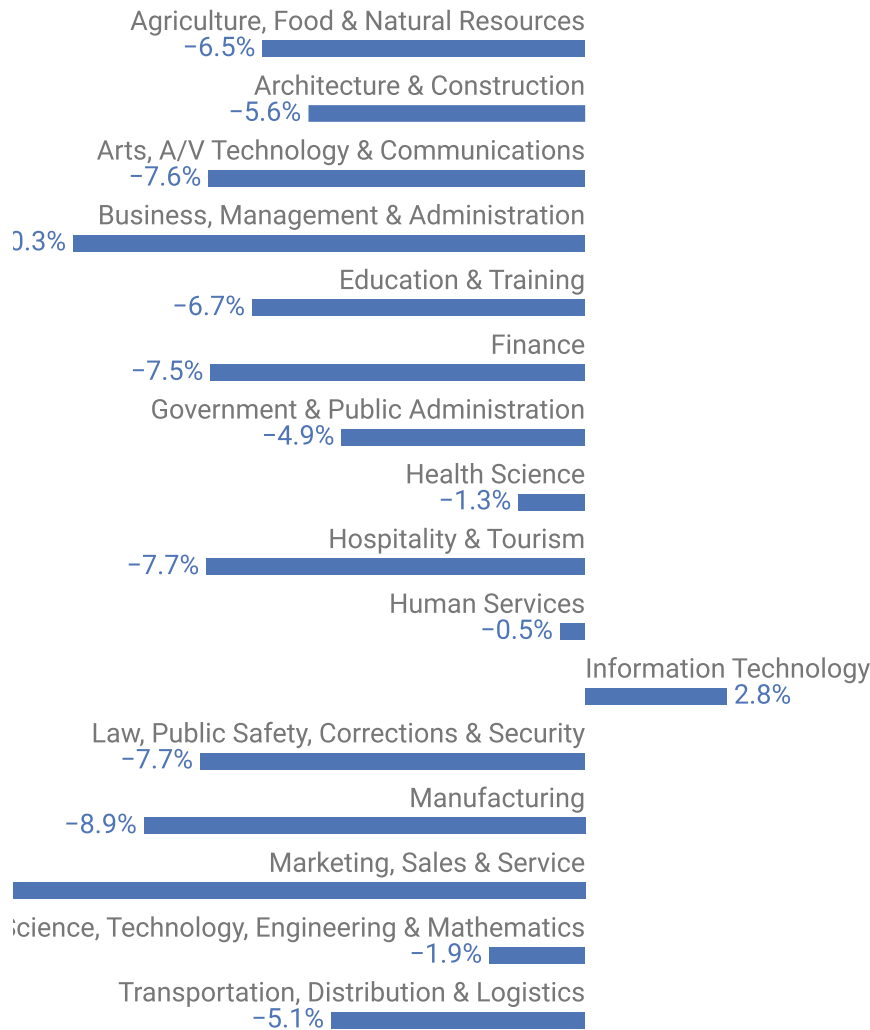


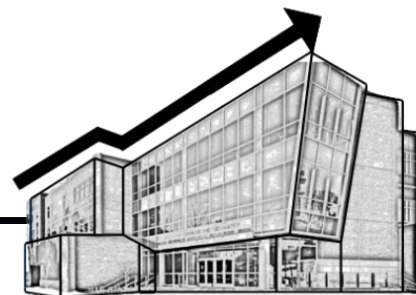
Career Cluster Growth Forecasts

With hundreds of occupations, it can be difficult for educators to pinpoint the most promising high-demand and high-wage occupations in their region that provide rewarding careers for their students. Analysis of the sixteen CTE Clusters provides an entryway into career pathways.

Of the sixteen career clusters, one are expected to expand employment in the Columbus, GA-AL MSA over the next ten years. Of those one, "Information Technology" pay more than the average occupation wage in the region (\$52,800).

10 Year Forecast Growth Rate



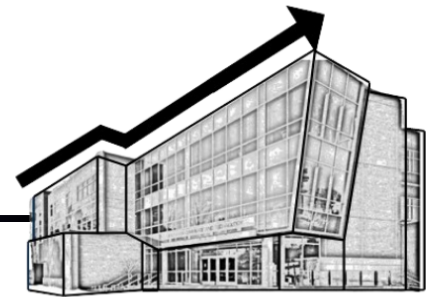


Career Cluster Forecasts Including Retirement Demand

Similar to the analysis of industry employment growth, an accurate assessment of future occupation demand requires that the number of people retiring be taken into account as shown in the table below. In the Columbus, GA-AL MSA, "Hospitality & Tourism," "Business, Management & Administration" and "Marketing, Sales & Service" clusters are expected to have the highest annual job demand.

"Science, Technology, Engineering & Mathematics" has the highest wages of the CTE Clusters followed by the "Information Technology" and "Finance" clusters.

Career Cluster	Employment	Avg Ann Wages	Job Ads	Ann Empl Growth	Ann Total Demand
Science, Technology, Engineering & Mathematics	1,500	\$99,300	96	-3	88
Information Technology	3,163	\$98,200	105	9	194
Finance	5,883	\$75,700	174	-46	393
Health Science	12,662	\$72,100	1,579	-17	979
Arts, A/V Technology & Communications	1,444	\$63,900	36	-11	127
Business, Management & Administration	23,182	\$61,800	618	-251	2,082
Government & Public Administration	1,019	\$59,300	67	-5	82
Education & Training	8,320	\$55,700	304	-58	639
Law, Public Safety, Corrections & Security	4,942	\$51,000	184	-40	428
Architecture & Construction	7,204	\$48,800	166	-41	586
Agriculture, Food & Natural Resources	1,643	\$46,500	39	-11	198
Marketing, Sales & Service	13,002	\$44,500	745	-158	1,453
Manufacturing	10,348	\$43,500	322	-96	930
Transportation, Distribution & Logistics	9,071	\$42,500	469	-47	940
Human Services	6,232	\$38,000	405	-3	758
Hospitality & Tourism	16,989	\$28,900	796	-135	2,813
Total - All Occupations	126,606	\$52,800	6,107	-905	12,700



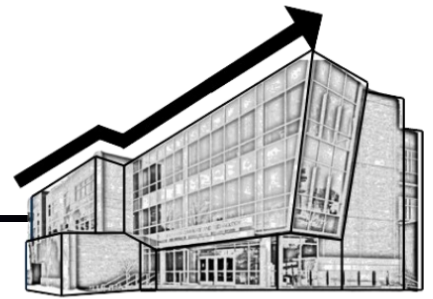
Detailed Occupation Projections

There are over 800 defined occupations at the detailed level. Among those occupations that support a living wage, "Software Developers" and "Nurse Practitioners" are expected to add the most jobs over the next ten years in the Columbus, GA-AL MSA.

Occupation	Employment	Avg Ann Wages	Job Ads	Hist 10yr Change	Proj 10yr Growth
Software Developers	982	\$111,200	17	279	130
Nurse Practitioners	238	\$124,100	35	73	87
Medical and Health Services Managers	321	\$125,100	90	33	51
Financial Managers	575	\$151,300	20	-9	26
Data Scientists	117	\$94,800	0	71	24
Information Security Analysts	131	\$120,100	1	51	23
Physician Assistants	132	\$112,800	29	25	22
Speech-Language Pathologists	150	\$84,000	50	23	16
Physical Therapist Assistants	98	\$66,700	42	23	15
Computer and Information Systems Managers	335	\$159,600	29	63	14

Of occupations supporting a living wage, "First-Line Supervisors of Office and Administrative Support Workers" and "Registered Nurses" are projected to have the largest decline in employment over the next ten years.

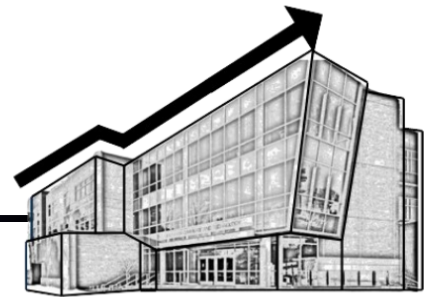
Occupation	Employment	Avg Ann Wages	Job Ads	Hist 10yr Change	Proj 10yr Growth
First-Line Supervisors of Office and Administrative Support Workers	1,195	\$59,900	42	-124	-170
Registered Nurses	3,113	\$76,700	373	85	-170
General and Operations Managers	2,439	\$102,000	33	762	-141
Business Operations Specialists, All Other	1,873	\$75,200	7	109	-112
Elementary School Teachers, Except Special Education	1,381	\$61,800	36	-124	-108
Executive Secretaries and Executive Administrative Assistants	268	\$63,600	4	-371	-76
Secondary School Teachers, Except Special and Career/Technical Education	927	\$66,200	38	-52	-72
Accountants and Auditors	1,122	\$79,100	38	54	-65
Managers, All Other	1,141	\$106,200	9	426	-61
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	678	\$72,000	0	-60	-57



Top Employers Advertising for Jobs

This table identifies the twenty employers in the Columbus, GA-AL MSA with the most online job ads over the last year for occupations that support a living wage. These employers should be considered candidates for stakeholder engagement groups.

Employer Name	Employers		Active Job Ads	% of Total
	Active Job Ads	% of Total		
Piedmont Healthcare	824	6.9%		
Kindred	293	2.4%		
ENCOMPASS HEALTH	250	2.1%		
TSYS	234	2.0%		
Raytheon Technologies	218	1.8%		
Muscogee County School District	209	1.7%		
Wellstar Health System, Inc.	180	1.5%		
BlazerJobs	153	1.3%		
Columbus Consolidated Government	150	1.3%		
Columbus State University	149	1.2%		
Piedmont Columbus Midtown	141	1.2%		
Enhabit Home Health & Hospice	120	1.0%		
Aflac	105	0.9%		
Tyson Foods	103	0.9%		
Synovus	100	0.8%		
VocoVision	97	0.8%		
HealthSouth Corporation	95	0.8%		
Elevance Health	80	0.7%		
CHSGa	74	0.6%		
Behavioral Health and Developmental Disabilities, Georgia Department of - DBHDD	62	0.5%		



Top Skills in Demand for Job Ads

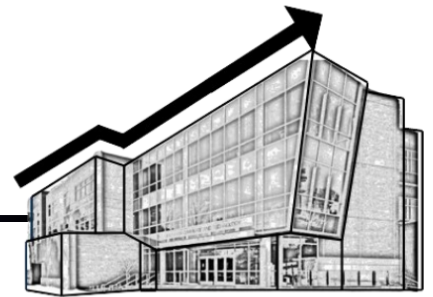
Below are the top 10 hard and soft required by employers in online job ads over the last year for occupations which support a living wage within the Columbus, GA-AL MSA.

Hard Skills

Skill Name	Active Job Ads	
Microsoft Office	1,331	
Microsoft Excel	1,245	
Nursing	699	
Microsoft PowerPoint	545	
Microsoft Outlook	511	
Microsoft Word	497	
Sales	421	
Manufacturing	345	
Teaching/Training, School	338	
Ability to Lift 41-50 lbs.	291	

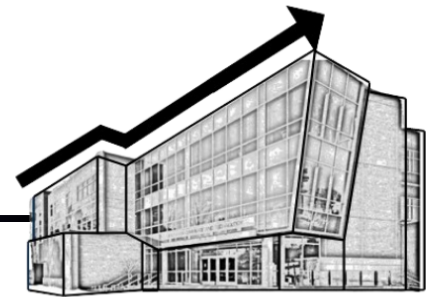
Soft Skills

Skill Name	Active Job Ads	
Communication (Verbal and written skills)	5,698	
Cooperative/Team Player	3,288	
Customer Service	1,663	
Problem Solving	1,525	
Supervision/Management	1,471	
Self-Motivated/Ability to Work Independently/Self Leadership	1,312	
Organization	1,282	



Soft Skills

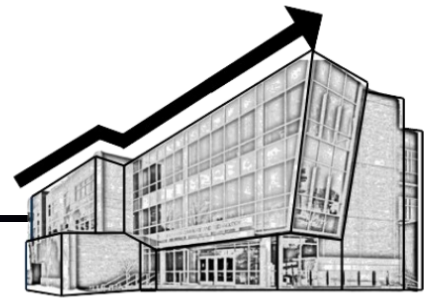
Skill Name	Active Job Ads	
Interpersonal Relationships/Maintain Relationships	1,247	
Detail Oriented/Meticulous	1,190	
Good Judgment	995	



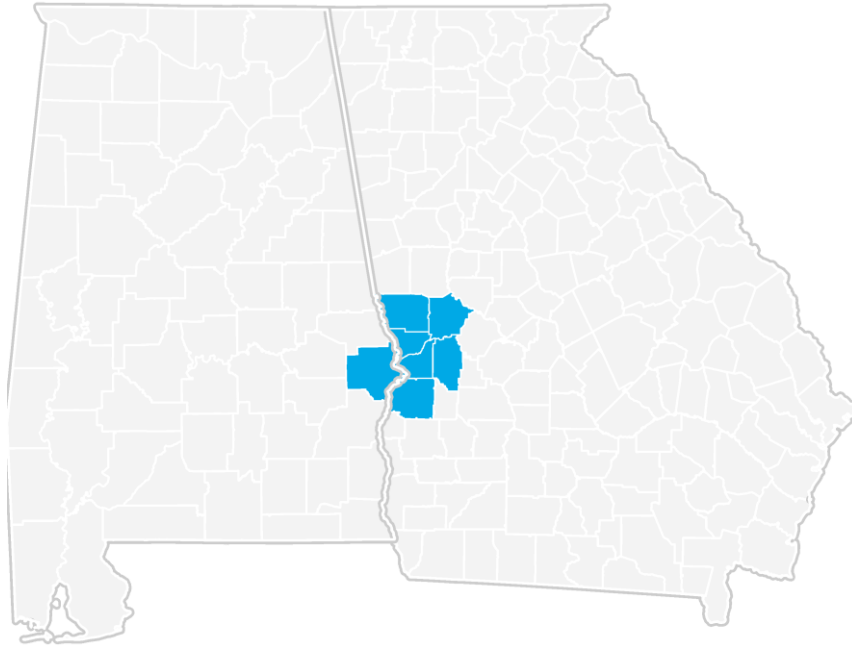
Regional Colleges and Universities

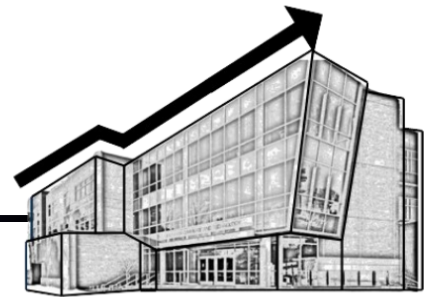
For students interested in advanced degrees, the list below provides the largest postsecondary schools within the Columbus, GA-AL MSA. The schools are sorted by enrollment size.

School	Certificates and 2yr Awards	4yr Awards	Total School Enrollment	Avg Net Price
Columbus State University	200	995	7,898	\$13,571
Columbus Technical College	1,538	0	2,927	\$6,368
Chattahoochee Valley Community College	646	0	1,360	\$3,596
Miller-Motte College- Columbus	139	0	335	\$21,880
Rivertown School of Beauty Barber Skin Care and Nails	80	0	143	\$15,385
Total	2,603	995	12,663	n/a



Columbus, GA-AL MSA Regional Map





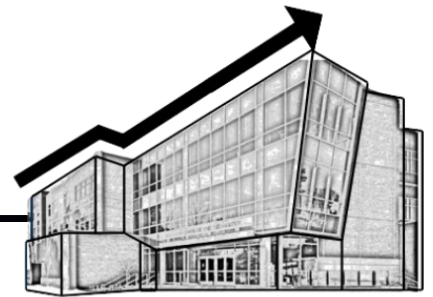
Data Notes

- Industry employment and wages (including total regional employment and wages) are as of 2023Q3 and are based upon Bureau of Labor Statistics (BLS) QCEW data, imputed by Chmura where necessary, and supplemented by additional sources including non-covered employment such as self-employed. Employment forecasts are modeled by Chmura and are consistent with BLS national-level 10-year forecasts.
- Occupation employment is as of 2023Q3 and is based on industry employment and local staffing patterns calculated by Chmura and utilizing BLS Occupation Employment and Wage Statistics (OEWS) data. Wages by occupation are as of 2023Q3, utilizing BLS OEWS data, imputed and brought forward by Chmura. Occupation employment forecasts are modeled by Chmura and are consistent with BLS national-level 10-year forecasts.
- Job ads data are online job posts from the Real-Time Intelligence (RTI) data set, produced by Chmura and gleaned from over 40,000 websites. The data include job ads for any Zip Code Tabulation Area in or intersecting with the region for which this report was produced. Data in “Detailed Occupation Projections” reflect ads active during the 30-day period ending 03/10/2024. Data in “Top Employers Advertising for jobs” and “Top Skills in Demand for Job Ads” reflect ads active during the 12-month period ending 03/10/2024 and exclude ads from staffing companies.
- For skill and certification gaps, openings and candidates are based upon regional occupation demand (growth plus separations) and the percent of skill demand and supply. Skill demand mix data are per a one-year sample of RTI data; skill supply data are estimated using a five-year sample of resumes data; both data sets compiled as of July 2022. Data may be based, at least in part, on data from broader geographies; see the Skill Gaps analytic export for more details.
- Postsecondary are per the National Center for Education Statistics. Awards and enrollment are for the 2021-2022 academic year and average net price data are for the 2020-2021 academic year.
- Figures may not sum due to rounding.



The Butler Center for Research and Economic Development

We serve with care.



Region Definition

Columbus, GA-AL MSA is defined as the following counties:

Russell County, Alabama

Chattahoochee County, Georgia

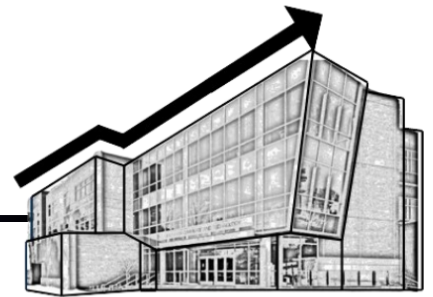
Harris County, Georgia

Marion County, Georgia

Muscogee County, Georgia

Stewart County, Georgia

Talbot County, Georgia



FAQs

How are industries and occupations defined?

Industries are defined via the North American Industry Classification System (NAICS). “Sectors” in this report represent 2-digit NAICS codes and industries in the “Industry Analysis” section of this report represent 4-digit NAICS codes. Occupations are defined via the Standard Occupational Classification System (SOC). Occupations in the “Occupation Analysis” section of this report represent 6-digit SOC codes. “CTE Clusters” are collections of 6-digit SOC occupations as defined through the National Career Clusters® Framework.

How is “Ann Total Demand” defined?

Annual total employment demand is forecast job demand that includes job needs due to growth, exits (such as retirements), and transfers (individuals moving from one career into another).

What is the Living Wage used in this report?

The living wage in the United States is \$25.02 per hour in 2022, before taxes for a family of four (two working adults, two children) - MIT Living Wage Calculator.