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MEMORANDUM

TO: New York City Department of Small Business Services
FROM: Lesley Hirsch
DATE: September 11, 2009
RE: Revised Methodology for In-Demand Occupations Analysis

At the request of the New York City Department of Small Business Services, Office of Workforce1 Training, the New York City Labor Market Information Service (NYCLMIS) analyzed the most current available occupational data and developed a revised list of in-demand occupations. This list is intended to inform SBS determination of eligibility for individual training grants (ITG).

The following is a brief explanation of data sources and methods used to develop the revised list, followed by the list of in-demand occupations along with data showing performance on all of the eligibility criteria.

Method

Data. The NYCLMIS chiefly relied on the New York State Department of Labor's Long-Term (2006-16) Occupational Projections for New York City as a source of occupational data. Due to employer non-response in the New York City sample, 93 occupations did not appear on local 2006-16 projections. For these occupations, NYCLMIS applied the same criteria using statewide wages and employment projections. Additional sources consulted include New York State Department of Labor, Jobs in Demand Lists, May through July 2009; New York State Department of Labor, Industry Staffing Patterns, 2009; New York State Department of Labor, Quarterly Census of Employment and Wages, 2001-03; NYC Department of Small Business Services, Workforce Training, Growth Occupation List, 2008; United States Department of Labor O*NET Production Database, Version 13.0.

Criteria. According to the revised methodology, in-demand occupations in New York City must meet the following (these criteria also correspond with the columns in the following table):

- 1) EDUCATION. Require a four-year college degree or fewer years of education/experience and the majority of individuals who are employed in the occupation in New York City have attained than a four-year college degree.

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- 2) OUTLOOK. Ranked as “favorable” or “very favorable” in the New York State Department of Labor’s (NYSDOL) 2006-16 projections.
 - 3) 2006 EMPLOYMENT. Employed 5,000 or more people in New York City in 2006;
 - 4) WAGES. Met *at least one* wage criterion from among the following:
 - a. ENTRY-LEVEL. The entry level wage is at least two-thirds of the median wage income in New York City (\$22,653 for occupations requiring a high school diploma, GED or less; \$27,661 for all other occupations)
 - b. MEDIAN. The median wage is at least the median wage income in New York City (\$33,980 for occupations requiring a high school diploma, GED or less; \$41,490 for all other occupations); or
 - c. EXPERIENCE PREMIUM. The difference between entry-level and experienced wages is at least 75 percent of the entry-level wage.
 - 5) GROWTH/STABILITY. And met *at least one* of the following growth/stability criteria:
 - a. OPENINGS. At least 237 (citywide average) average annual openings;
 - b. EMPLOYMENT CHANGE. At/above citywide average employment growth (7.4%);
 - c. GROWTH AS SHARE OF OPENINGS. Share of openings due to growth (versus replacement) is at/above average (21.4%);
 - d. RECESSION RESISTANCE. The primary industry employing each occupation retained jobs as well as or better than the local labor market on average during the previous recession; or
 - e. SHORT-TERM DEMAND. The occupation appeared on NYSDOL’s “jobs-in-demand” list at least once between May-July 2009.

Results

On the next page are the results of the analyses described above: eligible in-demand occupations (SOC codes and titles) and data showing their performance on each criterion. There are 56 eligible occupations using the NYCLMIS criteria and six (6) additional occupations added to the list by SBS to meet pre-existing strategic priorities. SBS has the ability to add or subtract a number of occupations that does not exceed 10% of the overall list, based on independent data such as demonstration of need from employers. The six additional occupations will appear on the in-demand list for a maximum of two years when the most recent available data will be used to re-evaluate their eligibility.

NYCLMIS In-Demand Occupation List
(effective October 1, 2009)

SOC	TITLE	Outlook	2006 Employment	Education Level	Entry Level Wage	Median Wage	Experience Premium	Average Annual Openings	2006-16 Employment Change	Growth as Share of Openings	Recession Resistance	NYSDEL's Short Term Demand	SBS Current List
11-9021	Construction Managers	VF	11,460	2	64,640	106,440	124%	280	9%	36%	Y	N	N
11-9141	Property, Real Estate, and Community Association Managers	F	6,040	2	53,270	74,470	104%	130	9%	39%	Y	N	Y
13-1072	Compensation, Benefits, and Job Analysis Specialists	F	8,230	2	45,820	60,290	49%	260	9%	31%	Y	N	Y
13-1073	Training and Development Specialists	F	6,350	2	37,070	57,380	96%	240	16%	42%	N	N	Y
13-1079	Human Resources, Training, and Labor Relations Specialists, All Other	VF	8,970	2	24,450	50,160	180%	250	7%	24%	Y	N	Y
13-1199	Business Operations Specialists, All Other	VF	23,780	2	44,590	67,540	92%	570	12.9%	54%	na	N	N
13-2011	Accountants and Auditors	VF	59,180	2	50,710	70,720	82%	1,980	16%	48%	N	N	Y
13-2072	Loan Officers	F	5,440	2	40,680	67,550	173%	80	3%	25%	Y	N	N
15-1041	Computer Support Specialists	VF	17,640	1	38,340	53,430	72%	770	12%	29%	Y	N	Y
15-1051	Computer Systems Analysts	F	17,130	2	58,960	85,650	79%	910	27%	51%	N	N	Y
15-1071	Network and Computer Systems Administrators	VF	9,860	2	60,990	85,060	65%	490	26%	53%	N	N	Y
15-1081	Network Systems and Data Communications Analysts	F	9,680	2	57,870	81,300	71%	660	48%	70%	Y	N	Y
21-1099	Community and Social Service Specialists, All Other	F	12,450	2	33,420	40,920	47%	290	12.2%	52%	na	N	Y
23-2011	Paralegals and Legal Assistants	VF	15,630	1	38,830	53,440	66%	530	21%	60%	N	N	Y
25-2011	Preschool Teachers, Except Special Education	VF	12,500	1	27,000	38,010	163%	300	7%	30%	Y	Y	N
25-2012	Kindergarten Teachers, Except Special Education	VF	15,050	2	40,250	62,430	90%	440	12.5%	43%	na	N	N
25-3021	Self-Enrichment Education Teachers	F	11,750	1	19,790	32,640	201%	300	14%	57%	N	N	N
25-3099	Teachers and Instructors, All Other	VF	14,890	2	25,820	43,040	114%	270	7%	41%	Y	N	N
27-1024	Graphic Designers	F	14,490	2	39,140	57,610	88%	540	10%	28%	Y	N	Y
29-1111	Registered Nurses	VF	69,620	1	59,370	76,490	52%	2,080	13%	45%	Y	N	Y
29-2041	Emergency Medical Technicians and Paramedics	VF	6,040	1	31,090	41,060	56%	130	10%	46%	Y	N	Y
29-2061	Licensed Practical and Licensed Vocational Nurses	VF	14,800	1	36,310	45,450	38%	530	9%	25%	N	N	N
31-1012	Nursing Aides, Orderlies, and Attendants	VF	44,090	1	25,860	32,470	37%	840	10%	52%	N	N	Y
31-9091	Dental Assistants	VF	5,520	1	26,470	33,670	40%	260	28%	62%	N	N	Y
31-9092	Medical Assistants	VF	7,060	1	24,540	30,020	41%	330	34%	72%	N	N	Y
33-9032	Security Guards	VF	64,090	1	17,590	24,210	78%	1,920	10%	32%	N	Y	Y
35-1012	Workers	F	16,320	1	20,160	31,200	98%	270	9%	56%	N	N	Y
35-3011	Bartenders	F	9,550	1	17,970	24,460	91%	430	9%	19%	N	Y	N
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	VF	88,450	1	18,240	26,660	81%	2,350	8%	28%	Y	N	Y
37-2012	Maids and Housekeeping Cleaners	VF	41,220	1	23,650	33,960	63%	1,060	7%	26%	N	N	Y
39-1021	First-Line Supervisors/Managers of Personal Service Workers	VF	6,390	1	31,260	38,080	61%	190	8%	26%	N	N	Y
39-9031	Fitness Trainers and Aerobics Instructors	F	7,140	1	26,650	44,870	126%	300	24%	57%	N	N	Y
41-2031	Retail Salespersons	VF	107,150	1	16,440	20,690	83%	4,630	12%	29%	N	N	Y
41-3011	Advertising Sales Agents	F	21,040	1	35,210	55,610	109%	790	20%	53%	Y	N	N
41-3099	Sales Representatives, Services, All Other	VF	16,110	1	40,460	58,340	95%	670	18%	43%	Y	Y	N
41-4012	Technical and Scientific Products	VF	52,590	1	32,600	58,810	172%	1,160	-3%	0%	Y	N	Y
41-9022	Real Estate Sales Agents	VF	17,460	1	39,910	71,610	178%	390	7%	28%	N	N	Y
43-3011	Bill and Account Collectors	VF	7,730	1	26,810	35,660	64%	200	11%	40%	N	N	Y
43-3031	Bookkeeping, Accounting, and Auditing Clerks	VF	56,250	1	25,530	37,570	77%	1,330	8%	34%	Y	N	Y
43-4051	Customer Service Representatives	VF	63,530	1	23,000	35,660	106%	2,730	15%	35%	N	N	Y
43-5071	Shipping, Receiving, and Traffic Clerks	VF	15,480	1	18,190	27,210	93%	370	-4%	0%	Y	N	N
43-6011	Executive Secretaries and Administrative Assistants	VF	83,310	1	35,160	47,240	63%	2,240	11%	41%	N	N	Y
43-6014	Secretaries, Except Legal, Medical, and Executive	F	73,270	1	24,430	32,740	62%	1,170	12%	0%	Y	Y	Y
43-9061	Office Clerks, General	VF	100,410	1	18,470	27,830	80%	2,420	6%	24%	N	N	Y
47-1011	Extraction Workers	VF	12,160	1	55,510	81,390	82%	280	9%	39%	N	N	N
47-2031	Carpenters	VF	22,560	1	33,310	55,630	112%	500	9%	38%	Y	N	Y
47-2061	Construction Laborers	VF	16,930	1	26,070	53,790	142%	280	9%	54%	N	N	N
47-2111	Electricians	VF	19,520	1	41,420	65,650	104%	710	11%	30%	Y	N	Y
47-2152	Plumbers, Pipefitters, and Steamfitters	VF	12,670	1	36,260	58,330	111%	430	14%	40%	Y	N	Y
47-4041	Hazardous Materials Removal Workers	LF	1,660	1	na	na	na	60	13.3	33%	N	N	Y
49-3031	Bus and Truck Mechanics and Diesel Engine Specialists	F	5,240	1	\$44,750	\$53,170	24.54%	130	2.9	15.38%	N	N	N
49-9021	Installers	F	6,280	1	34,550	53,400	80%	150	6%	27%	Y	N	N
49-9042	Maintenance and Repair Workers, General	VF	45,310	1	23,600	36,130	83%	390	6%	72%	N	N	Y
51-7011	Cabinetmakers and Bench Carpenters	LF	1,220	1	\$23,330	\$33,010	87.48%	40	-10.7	0.00%	N	N	N
53-1031	First-Line Supervisors/Managers of Transportation and Material Moving, Machine, and Vehicle Operators	LF	6,120	1	\$41,040	\$62,820	77.10%	140	2.3	7.14%	N	N	N
53-3021	Bus Drivers, Transit and Intercity	VF	22,080	1	32,180	46,780	59%	420	5.7%	31%	na	Y	N
53-3022	Bus Drivers, School	F	11,930	1	23,380	33,260	70%	300	12%	47%	N	N	Y
53-3032	Truck Drivers, Heavy and Tractor-Trailer	F	13,140	1	\$ 29,620	\$ 44,380	77%	230	-1.4	0%	N	N	Y
53-3033	Truck Drivers, Light or Delivery Services	F	22,130	1	\$ 17,960	\$ 31,720	132%	400	0.2	3%	N	N	Y
53-3041	Taxi Drivers and Chauffeurs	F	6,310	1	20,210	28,160	81%	140	10%	43%	N	N	Y
53-7061	Cleaners of Vehicles and Equipment	F	7,090	1	17,470	37,930	124%	290	3%	7%	Y	Y	N
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	F	34,190	1	16,840	22,690	81%	1,090	-9%	0%	Y	N	Y

NYCLMIS In-Demand Occupation List with ITG Price Caps
(effective October 1, 2009)

SOC	Occupation	Tier	Price Cap
11-9141	Property, Real Estate, and Community Association Managers	1	\$ 1,300
13-1072	Compensation, Benefits, and Job Analysis Specialists	1	\$ 1,300
13-1073	Training and Development Specialists	1	\$ 1,300
13-1079	Human Resources, Training, and Labor Relations Specialists, All Other	1	\$ 1,300
13-2072	Loan Officers	1	\$ 1,300
21-1099	Community and Social Service Specialists, All Other	1	\$ 1,300
25-2012	Kindergarten Teachers, Except Special Education	1	\$ 1,300
25-3099	Teachers and Instructors, All Other	1	\$ 1,300
27-1024	Graphic Designers	1	\$ 1,300
33-9032	Security Guards	1	\$ 1,300
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	1	\$ 1,300
41-2031	Retail Salespersons	1	\$ 1,300
43-5071	Shipping, Receiving, and Traffic Clerks	1	\$ 1,300
53-3032	Truck Drivers, Heavy and Tractor-Trailer	1	\$ 1,300
53-3041	Taxi Drivers and Chauffeurs	1	\$ 1,300
53-7061	Cleaners of Vehicles and Equipment	1	\$ 1,300
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	1	\$ 1,300
11-9021	Construction Managers	2	\$ 2,200
13-1199	Business Operations Specialists, All Other	2	\$ 2,200
13-2011	Accountants and Auditors	2	\$ 2,200
15-1041	Computer Support Specialists	2	\$ 2,200
15-1051	Computer Systems Analysts	2	\$ 2,200
15-1071	Network and Computer Systems Administrators	2	\$ 2,200
15-1081	Network Systems and Data Communications Analysts	2	\$ 2,200
23-2011	Paralegals and Legal Assistants	2	\$ 2,200
25-2011	Preschool Teachers, Except Special Education	2	\$ 2,200
25-3021	Self-Enrichment Education Teachers	2	\$ 2,200
29-1111	Registered Nurses	2	\$ 2,200
29-2061	Licensed Practical and Licensed Vocational Nurses	2	\$ 2,200
35-1012	First-Line Supervisors/Managers of Food Preparation and Serving Workers	2	\$ 2,200
35-3011	Bartenders	2	\$ 2,200
37-2012	Maids and Housekeeping Cleaners	2	\$ 2,200
39-1021	First-Line Supervisors/Managers of Personal Service Workers	2	\$ 2,200
39-9031	Fitness Trainers and Aerobics Instructors	2	\$ 2,200
41-3011	Advertising Sales Agents	2	\$ 2,200
41-3099	Sales Representatives, Services, All Other	2	\$ 2,200
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	2	\$ 2,200
43-3011	Bill and Account Collectors	2	\$ 2,200
43-3031	Bookkeeping, Accounting, and Auditing Clerks	2	\$ 2,200
43-4051	Customer Service Representatives	2	\$ 2,200
43-6014	Secretaries, Except Legal, Medical, and Executive	2	\$ 2,200
43-9061	Office Clerks, General	2	\$ 2,200
47-1011	First-Line Supervisors/Managers of Construction Trades and Extraction Workers	2	\$ 2,200
47-2031	Carpenters	2	\$ 2,200
47-2061	Construction Laborers	2	\$ 2,200
47-2111	Electricians	2	\$ 2,200
49-3031	Bus and Truck Mechanics and Diesel Engine Specialists	2	\$ 2,200
49-9021	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	2	\$ 2,200
51-7011	Cabinetmakers and Bench Carpenters	2	\$ 2,200
53-3021	Bus Drivers, Transit and Intercity	2	\$ 2,200
53-3022	Bus Drivers, School	2	\$ 2,200
53-3033	Truck Drivers, Light or Delivery Services	2	\$ 2,200
29-2041	Emergency Medical Technicians and Paramedics	3	\$ 3,800
31-1012	Nursing Aides, Orderlies, and Attendants	3	\$ 3,800
31-9091	Dental Assistants	3	\$ 3,800
31-9092	Medical Assistants	3	\$ 3,800
41-9022	Real Estate Sales Agents	3	\$ 3,800
43-6011	Executive Secretaries and Administrative Assistants	3	\$ 3,800
47-2152	Plumbers, Pipefitters, and Steamfitters	3	\$ 3,800
47-4041	Hazardous Materials Removal Workers	3	\$ 3,800
49-9042	Maintenance and Repair Workers, General	3	\$ 3,800
53-1031	First-Line Supervisors/Managers of Transportation and Material-Moving Machine and Vehicle Operators	3	\$ 3,800

List of Currently Eligible Occupations Removed from New In-Demand List
(effective October 1, 2009)

SOC	Occupation Title	ITG		Basic Eligibility			Wage Criteria			Growth/Stability Criteria				
		Tier	Cap	Ed and Training	NYSOL Outlook	Emp 2006	Entry	Median	Experience Premium	Proj Emp Growth	Annual Openings	% Openings from Growth	NYSOL In-Demand	Recession Resistant
15-1021	Computer Programmers	1	\$ 1,300	2	LF	18,100	\$ 49,820	\$ 74,750	88%	-6.2	380	0.0%	N	Y
25-2041	Special Education Teachers, Preschool, Kindergarten, and Elementary School	1	\$ 1,300	0	VF	6,500	\$ 39,240	\$ 77,190	153%	13.1	230	39.1%	N	N
27-3091	Interpreters and Translators	1	\$ 1,300	1	F	1,820	\$ 30,590	\$ 44,840	94%	15.9	70	42.9%	N	N
53-3011	Ambulance Drivers and Attendants, Except Emergency Medical Technicians	1	\$ 1,300	1	F	1,750	\$ 17,350	\$ 22,490	49%	15.4	50	60.0%	N	Y
11-2011	Advertising and Promotions Managers	2	\$ 2,200	0	LF	4,250	\$ 72,730	\$ 124,600	123%	5.2	120	16.7%	N	Y
11-2021	Marketing Managers	2	\$ 2,200	0	F	9,370	\$ 91,180	\$ 143,110	77%	17.1	370	43.2%	N	Y
11-3021	Computer and Information Systems Managers	2	\$ 2,200	0	F	11,530	\$ 93,640	\$ 132,430	73%	15.4	370	48.6%	N	na
13-1051	Cost Estimators	2	\$ 2,200	1	VF	3,700	\$ 52,260	\$ 74,400	72%	17.8	150	46.7%	N	Y
13-2051	Financial Analysts	2	\$ 2,200	0	F	24,080	\$ 56,600	\$ 86,290	116%	17.4	560	75.0%	N	Y
15-1031	Computer Software Engineers, Applications	2	\$ 2,200	0	VF	8,200	\$ 68,550	\$ 95,870	66%	19.1	380	68.4%	N	N
15-1032	Computer Software Engineers, Systems Software	2	\$ 2,200	0	VF	8,200	\$ 68,550	\$ 95,870	66%	31.3	380	68.4%	N	N
19-3031	Clinical, Counseling, and School Psychologists	2	\$ 2,200	0	VF	5,390	\$ 53,670	\$ 74,240	75%	5.9	110	27.3%	N	Y
29-1051	Pharmacists	2	\$ 2,200	0	VF	5,480	\$ 68,150	\$ 92,360	51%	21	220	54.5%	N	N
29-1071	Physician Assistants	2	\$ 2,200	2	VF	2,820	\$ 69,090	\$ 85,430	33%	13.8	80	50.0%	N	Y
29-1122	Occupational Therapists	2	\$ 2,200	0	F	3,260	\$ 52,780	\$ 64,150	50%	13.8	100	50.0%	N	Y
29-1123	Physical Therapists	2	\$ 2,200	0	F	4,640	\$ 54,350	\$ 70,070	62%	20.5	160	62.5%	N	N
35-3031	Waiters and Waitresses	2	\$ 2,200	1	F	49,410	na	na	na	8.7	3,110	13.8%	Y	Y
37-1011	First-Line Supervisors/Managers of Housekeeping and Janitorial Workers	2	\$ 2,200	1	F	7,410	\$ 29,010	\$ 43,660	75%	6.3	160	31.3%	N	N
41-1011	First-Line Supervisors/Managers of Retail Sales Workers	2	\$ 2,200	1	F	26,500	\$ 27,180	\$ 41,550	109%	3.7	660	15.2%	N	N
43-4081	Hotel, Motel, and Resort Desk Clerks	2	\$ 2,200	1	VF	2,470	\$ 21,790	\$ 34,830	80%	13.8	130	23.1%	N	Y
43-4171	Receptionists and Information Clerks	2	\$ 2,200	1	VF	38,800	\$ 21,750	\$ 28,640	53%	12.7	1,440	34.0%	N	na
47-2021	Brickmasons and Blockmasons	2	\$ 2,200	1	F	2,900	\$ 36,580	\$ 49,430	81%	11.7	90	33.3%	N	Y
47-2044	Tile and Marble Setters	2	\$ 2,200	1	LF	1,570	\$ 33,310	\$ 56,780	117%	15.3	40	50.0%	N	Y
49-1011	First-Line Supervisors/Managers of Mechanics, Installers, and Repairers	2	\$ 2,200	1	F	7,970	\$ 48,270	\$ 70,800	69%	-0.1	190	0.0%	N	Y
29-2034	Radiologic Technologists and Technicians	3	\$ 3,800	1	VF	3,860	\$ 54,590	\$ 65,900	31%	10.4	90	44.4%	N	N
29-2052	Pharmacy Technicians	3	\$ 3,800	1	VF	4,760	\$ 21,300	\$ 31,720	69%	16.2	230	34.8%	N	N
29-2071	Medical Records and Health Information Technicians	3	\$ 3,800	1	F	3,010	\$ 30,470	\$ 38,540	45%	7.6	100	20.0%	N	Y
43-1011	First-Line Supervisors/Managers of Office and Administrative Support Workers	3	\$ 3,800	1	F	48,900	\$ 39,730	\$ 55,600	73%	1.1	1,070	5.6%	N	N
43-3021	Billing and Posting Clerks and Machine Operators	3	\$ 3,800	1	VF	11,930	\$ 26,730	\$ 35,960	57%	-0.7	150	0.0%	N	Y
43-6012	Legal Secretaries	3	\$ 3,800	1	LF	15,990	\$ 34,540	\$ 48,360	66%	9.6	410	36.6%	N	N
47-4021	Elevator Installers and Repairers	3	\$ 3,800	1	na	2,890	\$ 54,190	\$ 70,600	43%	14.5	120	33.3%	N	Y