

# Regional Labor Market Analysis

## Importance of Aligning Programs to Regional Labor Market Conditions

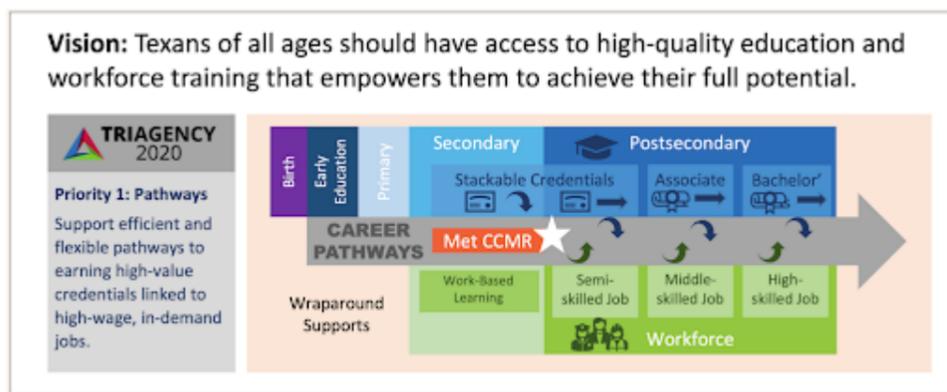


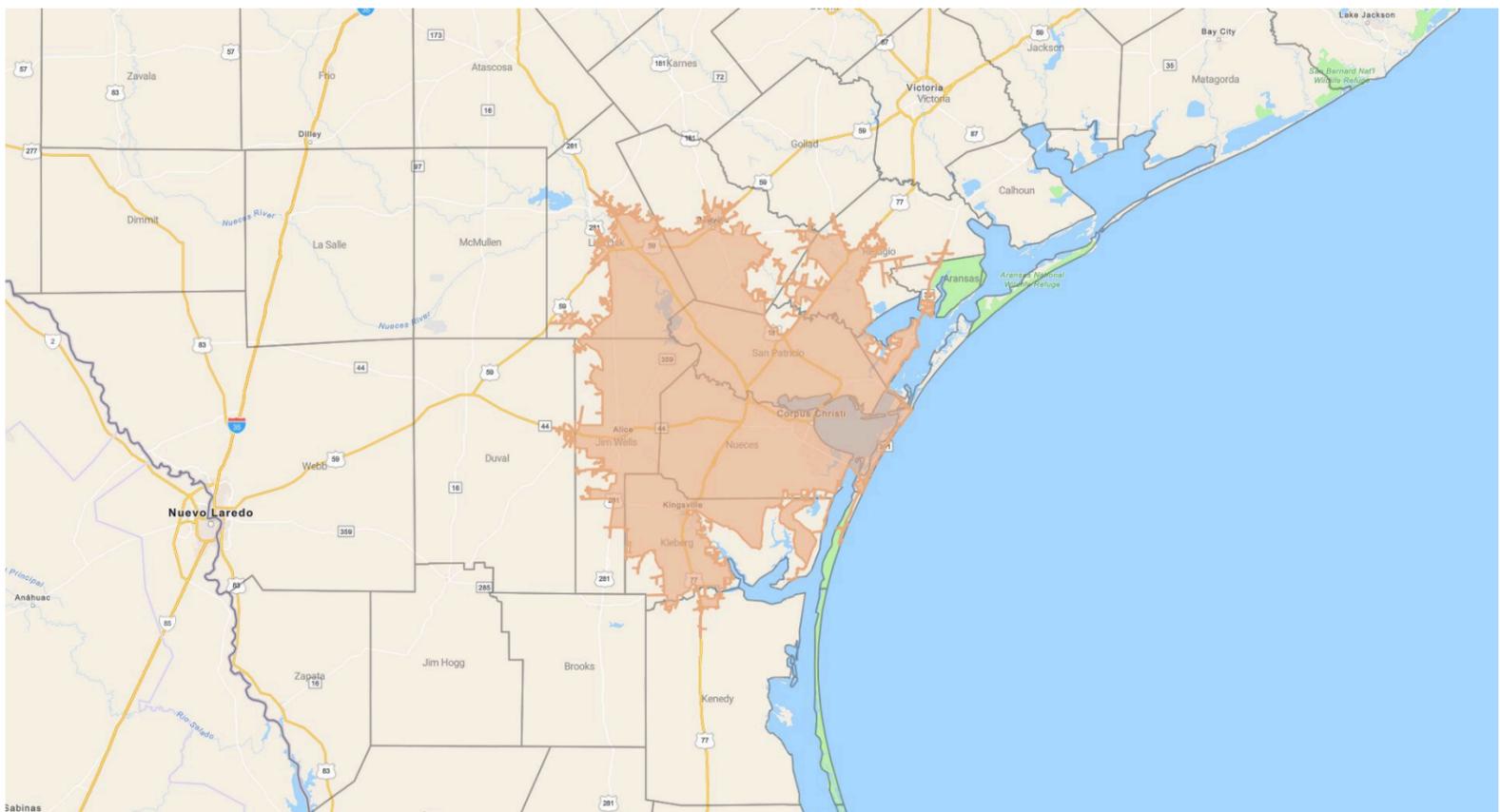
Image Credit: Brunner, J., 2021. Finding the Plough to Polaris: Predictive Validity for College, Career, and Military Readiness Indicators.

The Texas Tri-Agency Initiative consists of representatives from the Texas Education Agency (TEA), the Texas Higher Education Coordinating Board (THECB), and the Texas Workforce Commission (TWC). Tri-Agency members have established a specific priority regarding establishing pathways for Texans to earn credentials and ultimately become employed in a high-skill, high-demand industry or occupation. Aligning school districts' Career and Technical Education Programs of Study to regional workforce conditions is an important aspect of this work.

A recent study from researchers at the U.S. Census Bureau and Harvard University says nearly 60% of young adults – the study measured people at age 26 – live within 10 miles of where they grew up. Eighty percent live within 100 miles. With this in mind, it is imperative that schools develop and offer programs aligned to local labor market conditions. Preparing students for the jobs that exist in their communities is important to the local and regional economy.

### Overview

Using software from Chmura Economics (JobsEQ), CareerCraft reviewed several labor market information reports to surface key industry sectors and occupations in the defined regional labor shed. The region was defined as a 60-minute drive time from the West Oso ISD central office location. Data from ZIP codes within this defined region were utilized for all reports as part of this project.



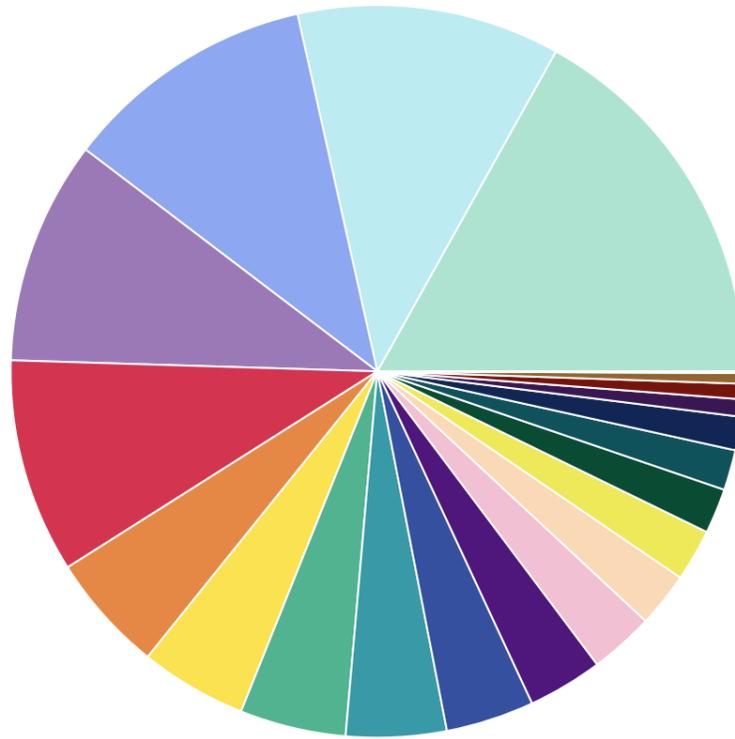
Key findings and highlights are stated below. Original reports are hyperlinked at the end of this section for reference.

### Industry Sector Overview

The largest sector in the West Oso ISD Labor Shed (60-Minute Drive Time) is Health Care and Social Assistance, employing 41,860 workers. The next-largest sectors in the region are Accommodation and Food Services (28,709 workers) and Retail Trade (27,612 workers). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Mining, Quarrying, and Oil and Gas Extraction (LQ = 6.55), Construction (1.66), and Accommodation and Food Services (1.36).

Sectors in the West Oso ISD Labor Shed (60-Minute Drive Time) with the highest average wages per worker are Management of Companies and Enterprises (\$147,906), Mining, Quarrying, and Oil and Gas Extraction (\$109,868), and Manufacturing (\$93,303). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Professional, Scientific, and Technical Services (+2,787 jobs), Accommodation and Food Services (+2,701), and Construction (+2,166).

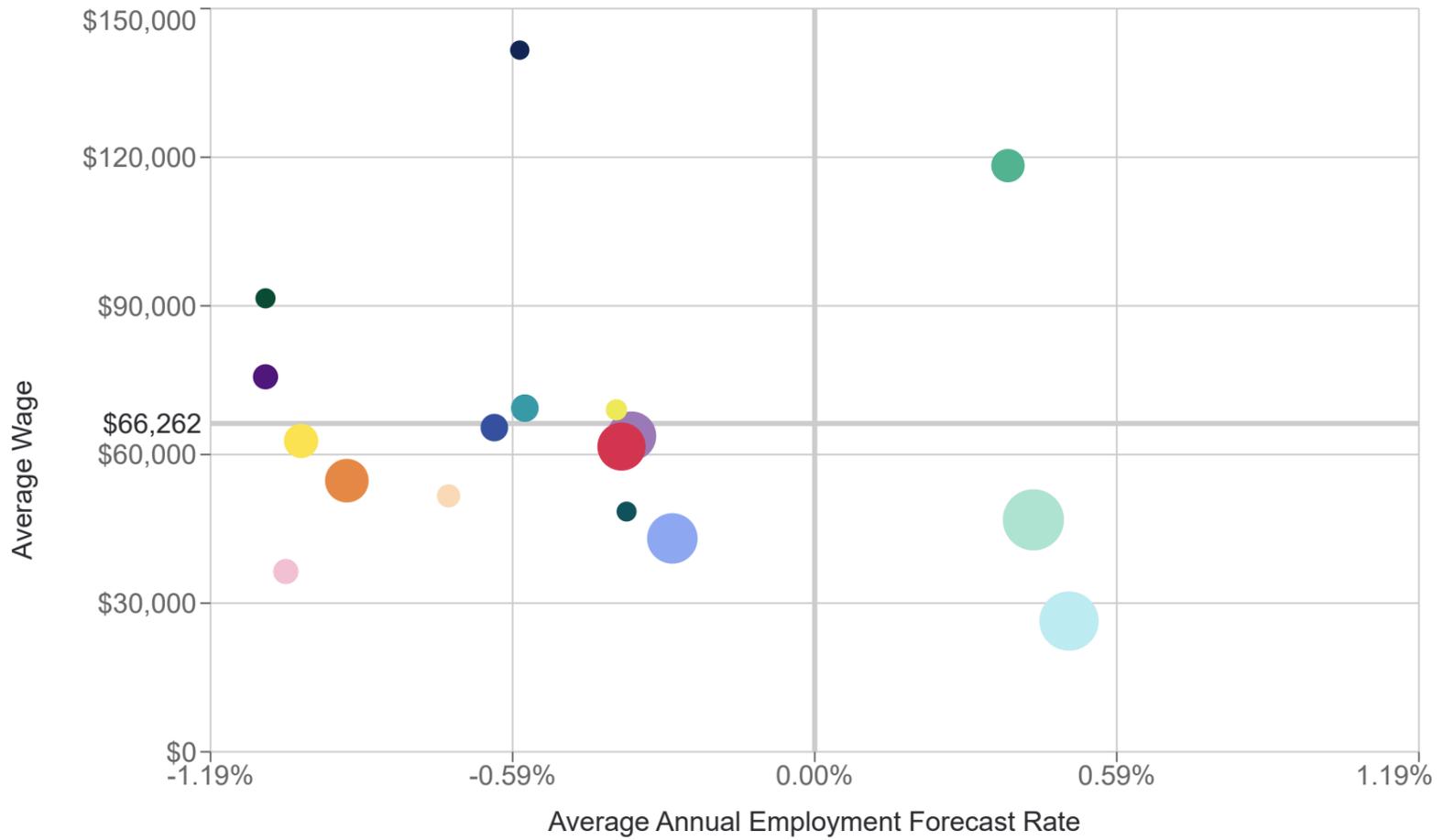
Over the next 10 years, employment in the West Oso ISD Labor Shed (60-Minute Drive Time) is projected to contract by 5,203 jobs. The fastest growing sector in the region is expected to be Mining, Quarrying, and Oil and Gas Extraction with a 1.1% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+1,829 jobs), Accommodation and Food Services (+1,817), and Mining, Quarrying, and Oil and Gas Extraction (+670).



Sector	Current Employment	Percent %
Agriculture, Forestry, Fishing and Hunting	4,406	1.8%
Mining, Quarrying, and Oil and Gas Extraction	5,676	2.3%
Utilities	1,681	0.7%
Construction	24,446	9.9%
Manufacturing	12,979	5.2%
Wholesale Trade	7,016	2.8%
Retail Trade	27,612	11.1%
Transportation and Warehousing	8,160	3.3%
Information	1,890	0.8%
Finance and Insurance	5,980	2.4%
Real Estate Rental and Leasing	4,925	2.0%
Professional, Scientific, and Technical Services	11,586	4.7%
Management of Companies and Enterprises	1,151	0.5%
Administrative and Support and Waste Management and Remediation Services	11,669	4.7%
Educational Services	23,448	9.5%
Health Care and Social Assistance	41,860	16.9%
Arts, Entertainment, and Recreation	3,655	1.5%
Accommodation and Food Services	28,709	11.6%
Other Services (except Public Administration)	9,646	3.9%
Public Administration	10,959	4.4%
Unclassified	188	0.1%

Source: JobsEQ® as of 2022Q4

### Average Annual Employment Forecast Rate vs Average Wage



Industry Group	Average Annual Employment Forecast Rate	Average Wages	Employment
Health	0.43%	\$46,822	41,860
Consumer Svc.	0.5%	\$26,382	39,119
Education	-0.28%	\$43,067	27,577
Professional Svc.	-0.36%	\$63,730	25,868
Construction	-0.38%	\$61,595	24,758
Retail	-0.92%	\$54,710	19,719
Public Admin.	-1.01%	\$62,733	10,958
Coal/Oil/Power	0.38%	\$118,298	10,223
Financial Svc.	-0.57%	\$69,360	5,979
Freight Tran.	-0.63%	\$65,429	5,916
Machinery Mfg.	-1.08%	\$75,679	4,431
Agricultural	-1.04%	\$36,380	4,421
Auto/Auto-related	-0.72%	\$51,644	3,227
Utilities	-0.39%	\$69,013	2,226
Metal & Product Mfg.	-1.08%	\$91,517	1,682
Food Mfg.	-0.37%	\$48,482	1,601
Chemical	-0.58%	\$141,612	1,292

Source: JobsEQ® as of 2022Q4

## Occupational Snapshot

The largest major occupation group in the West Oso ISD Labor Shed (60-Minute Drive Time) is Office and Administrative Support Occupations, employing 28,202 workers. The next-largest occupation groups in the region are Food Preparation and Serving Related Occupations (25,649 workers) and Sales and Related Occupations (23,374). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Construction and Extraction Occupations (LQ = 1.65), Healthcare Support Occupations (1.43), and Food Preparation and Serving Related Occupations (1.28).

Occupation groups in the West Oso ISD Labor Shed (60-Minute Drive Time) with the highest average wages per worker are Legal Occupations (\$114,300), Management Occupations (\$99,700), and Architecture and Engineering Occupations (\$95,600). The unemployment rate in the region varied among the major groups from 1.9% among Legal Occupations to 9.5% among Farming, Fishing, and Forestry Occupations.

Over the next 10 years, the fastest growing occupation group in the West Osu ISD Labor Shed (60-Minute Drive Time) is expected to be Healthcare Support Occupations with a 0.9% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+1,530 jobs) and Food Preparation and Serving Related Occupations (+1,266). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (49,069 jobs) and Office and Administrative Support Occupations (32,500).

There are over 800 defined occupations at the SOC detailed level. Among those occupations that support a living wage, the following occupations are expected to add the most jobs over the next 10 years in the defined region.

<b>SOC</b>	<b>Occupation</b>	<b>Employment</b>	<b>Median Annual Wages</b>	<b>Projected 10 Year Growth</b>	<b>Annual Percentage Growth</b>
11-9111.00	Medical and Health Services Managers	830	\$103,300	180	2%
29-1171.00	Nurse Practitioners	424	\$128,200	169	3.4%
47-5071.00	Roustabouts, Oil and Gas	669	\$39,500	110	1.5%
15-1252.00	Software Developers	1,164	\$101,600	93	0.8%
49-9041.00	Industrial Machinery Mechanics	966	\$60,900	85	0.8%
13-1161.00	Market Research Analysts and Marketing Specialists	632	\$51,900	66	1%
11-3031.00	Financial Managers	711	\$125,700	64	0.9%
47-5013.00	Service Unit Operators, Oil and Gas	571	\$51,000	61	1%
31-2021.00	Physical Therapist Assistants	205	\$68,500	55	2.4%
49-9081.00	Wind Turbine Service Technicians	103	\$55,800	54	4.3%

Source: JobsEQ® as of 2022Q4

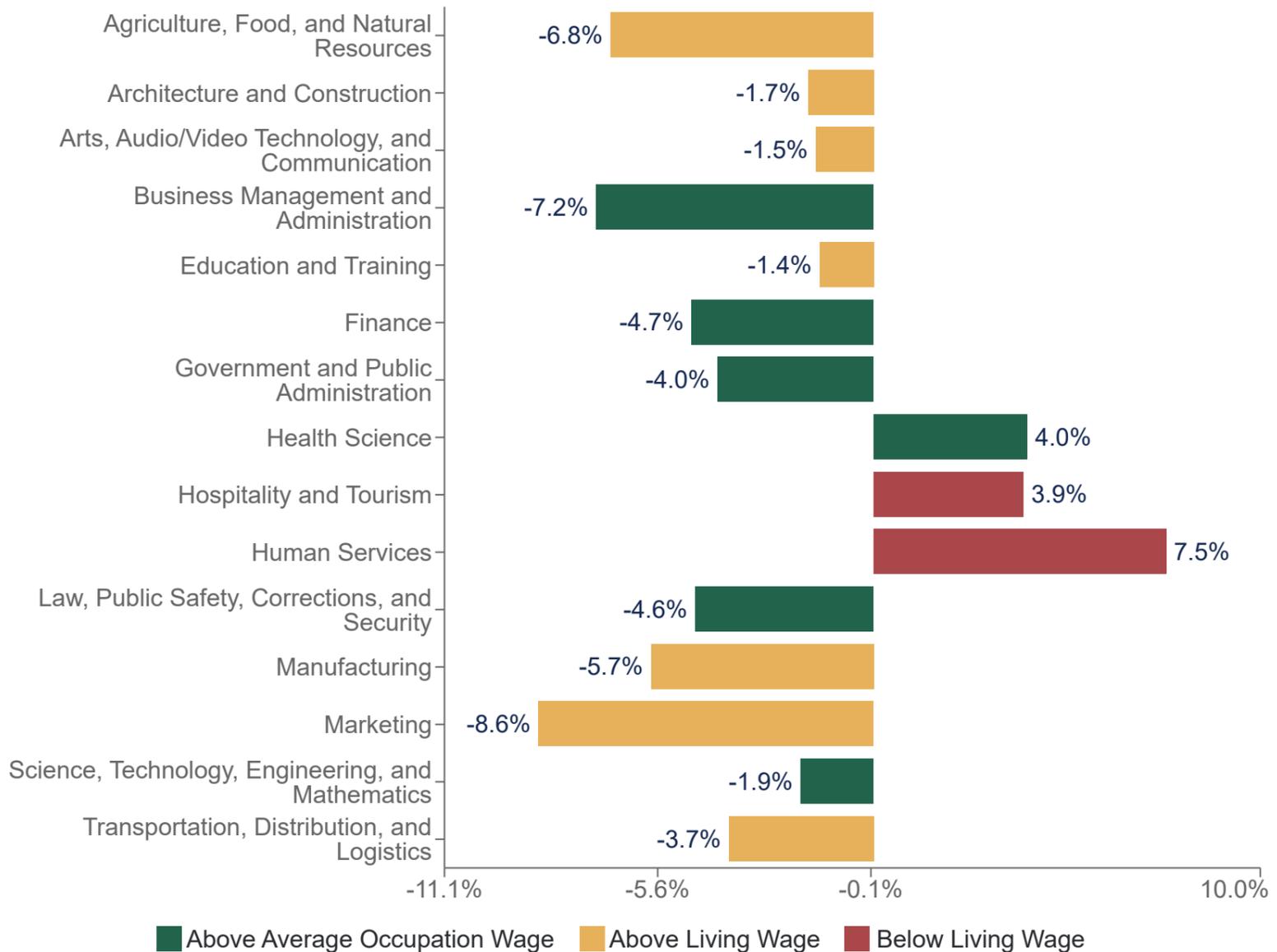
Of occupations supporting a living wage, the following occupations are projected to have the largest decline in employment over the next 10 years.

<b>SOC</b>	<b>Occupation</b>	<b>Employment</b>	<b>Median Annual Wages</b>	<b>Projected 10 Year Decline</b>	<b>Annual Percentage Growth</b>
43-6014.00	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	3,109	\$37,000	-497	-1.7%
41-1011.00	First-Line Supervisors of Retail Sales Workers	2,817	\$40,400	-363	-1.4%
11-9013.00	Farmers, Ranchers, and Other Agricultural Managers	2,855	\$55,100	-359	-1.3%
43-3031.00	Bookkeeping, Accounting, and Auditing Clerks	2,450	\$40,500	-273	-1.2%
43-1011.00	First-Line Supervisors of Office and Administrative Support Workers	2,368	\$53,500	-216	-0.9%
43-6011.00	Executive Secretaries and Executive Administrative Assistants	597	\$60,600	-153	-2.9%
51-9061.00	Inspectors, Testers, Sorters, Samplers, and Weighers	765	\$47,700	-153	-2.2%

SOC	Occupation	Employment	Median Annual Wages	Projected 10 Year Decline	Annual Percentage Growth
43-5071.00	Shipping, Receiving, and Inventory Clerks	995	\$36,700	-148	-1.6%
33-3012.00	Correctional Officers and Jailers	892	\$41,600	-146	-1.8%
49-3023.00	Automotive Service Technicians and Mechanics	1,277	\$49,400	-143	-1.2%

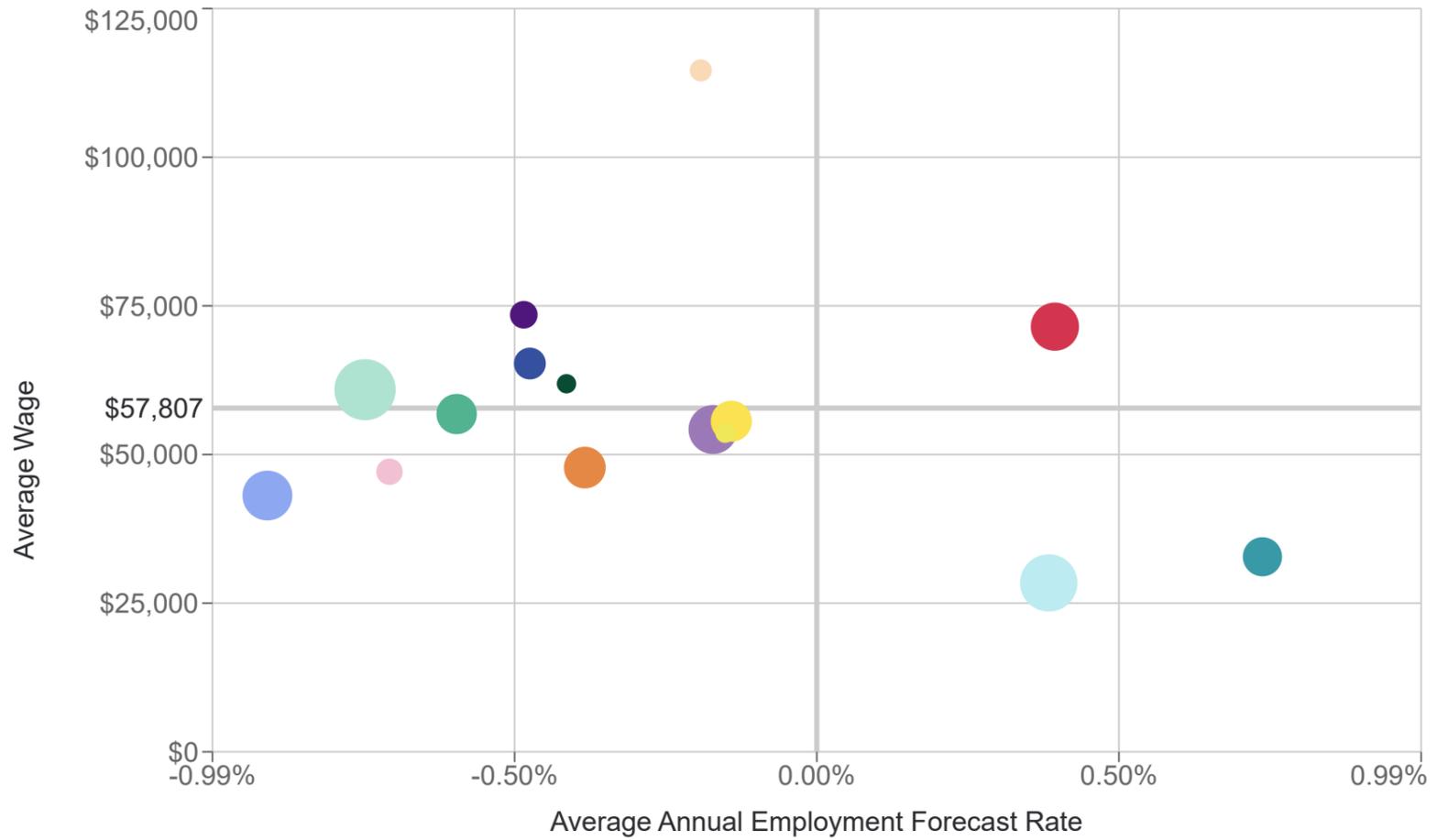
Source: JobsEQ® as of 2022Q4

## Career Cluster Growth Forecast



Of those career clusters, the following pay more than the average occupation wage in the region (\$57,806.667).

Cluster	Average Wage
🔧 Science, Technology, Engineering, and Mathematics	\$114,600
💰 Finance	\$73,500
🏥 Health Science	\$71,500
🛡️ Law, Public Safety, Corrections, and Security	\$65,300
🏛️ Government and Public Administration	\$61,900
📈 Business Management and Administration	\$60,900



CTE Cluster	Average Annual Employment Forecast Rate	Average Wages	Employment
Business Management and Administration	-0.74%	\$60,900	40,062
Hospitality and Tourism	0.38%	\$28,400	34,848
Marketing	-0.9%	\$43,100	25,810
Architecture and Construction	-0.17%	\$54,200	24,856
Health Science	0.39%	\$71,500	24,041
Transportation, Distribution, and Logistics	-0.38%	\$47,800	17,446
Education and Training	-0.14%	\$55,600	16,816
Manufacturing	-0.59%	\$56,800	16,152
Human Services	0.73%	\$32,800	15,086
Law, Public Safety, Corrections, and Security	-0.47%	\$65,300	9,222
Finance	-0.48%	\$73,500	6,388
Agriculture, Food, and Natural Resources	-0.7%	\$47,100	5,596
Science, Technology, Engineering, and Mathematics	-0.19%	\$114,600	3,194
Arts, Audio/Video Technology, and Communication	-0.15%	\$53,600	2,065
Government and Public Administration	-0.41%	\$61,900	1,966

## Real-Time Intelligence Findings

On June 5, 2023, real-time intelligence (job postings active during the last 12 months) reports were analyzed for the defined region. 59,603 job postings were active from 8,252 employers. Analysis of the job postings surfaced lists of the top 20 hard skills/technical skills, the top 20 soft skills/employability skills, and the top 20 certifications sought in the active postings.

### "Hard Skills" (Technical Skills) Sought by Regional Employers

Skill Name	Median Wage	Median Wage "n"	Active Job Ads
Microsoft Excel	\$36,968	891	4,241
Microsoft Office	\$37,079	882	4,216
Sales	\$40,000	251	1,866
Teaching/Training, School	\$48,940	292	1,379
Microsoft PowerPoint	\$37,196	237	1,372
Teaching/Training, Job	\$41,292	213	1,004

Skill Name	Median Wage		Active Job Ads
	Median Wage	"n"	
Nursing	\$49,920	86	916
JavaScript	\$36,400	167	860
Tractor-Trailer Trucks	\$50,435	87	770
Presentation	\$45,760	97	750
Mechanical	\$42,853	101	702
Customer Relationship Management (CRM)	\$45,769	121	634
Patient Care	\$40,621	43	592
Finance	\$45,921	82	558
Power Tools	\$37,440	83	515
Hand Tools	\$37,446	78	501
Home Health Care	\$49,920	77	489
SAP	\$41,600	67	485
Wound Care	\$68,000	25	457
Tankers	\$54,080	17	432

### "Soft Skills" (Employability Skills) Sought by Regional Employers

Skill Name	Median Wage		Active Job Ads
	Median Wage	"n"	
Interpersonal Relationships/Maintain Relationships	\$37,560	961	5,941
Supervision/Management	\$50,000	922	5,823
Self-Motivated/Ability to Work Independently/Self Leadership	\$36,567	1,234	5,688
Prioritize	\$37,426	444	2,495
Initiative	\$36,419	383	2,486
Analytical	\$49,294	266	1,960
Negotiation	\$56,930	227	1,382
Project Management	\$56,439	168	1,287
Coaching/Mentoring	\$52,390	132	1,103
Competitiveness	\$47,840	234	1,069
Manual Dexterity	\$39,520	166	1,056
Decision Making/Decisiveness	\$47,840	143	1,048
Critical Thinking	\$46,737	104	987
Dispute Resolution/Conflict Resolution/Diplomacy/Problem Resolution	\$50,287	199	912
Self Confidence	\$43,368	161	883
Customer Focused	\$38,175	47	757
Troubleshooting	\$36,584	103	720
Motivational	\$55,706	89	519
Interviewing	\$42,580	70	476
Common Sense	\$37,960	86	408

### Certifications Sought by Regional Employers

Certificate / Certification name	Median Wage		Active Job Ads
	Median Wage	"n"	
Certification in Cardiopulmonary Resuscitation (CPR)	\$36,400	263	1,696
Registered Nurse (RN)	\$60,320	128	1,424

Certificate / Certification name	Median Wage		Active Job Ads
	Median Wage	"n"	
Basic Life Support (BLS)	\$44,720	61	1,070
Advanced Cardiac Life Support Certification (ACLS)	\$69,680	18	735
Commercial Driver's License (CDL)	\$41,723	82	495
HAZMAT	\$43,924	14	357
Pediatric Advanced Life Support (PALS)	\$62,400	11	352
Class A Commercial Driver's License (CDL-A)	\$51,605	65	264
Secret Clearance	\$77,263	21	224
ServSafe Food Protection Manager Certification	\$46,712	1	223
The American Registry of Radiologic Technologists (ARRT) Certification	\$59,823	14	205
Licensed Practical Nurse (LPN)	\$47,840	25	191
Trauma Nursing Core Course (TNCC)	\$59,696	1	134
Emergency Nursing Pediatric Course (ENPC)	\$59,696	1	126
Certified Public Accountant (CPA)	\$68,913	34	114
Licensed Professional Counselor (LPC)	\$48,920	14	103
Licensed Clinical Social Worker (LCSW)	\$39,437	20	94
National Center for Construction Education & Research Certification (NCCER)	\$52,869	3	94
Neonatal Resuscitation Program (NRP)	\$73,840	2	69
Licensed Master Social Worker (LMSW)	\$39,437	17	64

## Resource Files

- [Economic Overview Report](#)
- [Perkins V Report](#)
- [Occupational Snapshot Report](#)
- [Real Time Intelligence \(Active Job Postings Report\)](#)

## Career and Technical Education Program Audit

CareerCraft staff reviewed West Oso ISD's Career and Technical Education (CTE) programs and compared the current course sequencing for each program of study to TEA's program of study reference guides. Outlined below are findings and considerations for each program of study offered to students in West Oso ISD.



## Carpentry

### Endorsement(s) Earned (if following §74.13 and TEA Program of Study guidance)

Successful completion of the Carpentry program of study will fulfill the requirements of the Business and Industry endorsement.

### Career Cluster (as defined by TEA)

Architecture and Construction

### Alignment to Regional Career Cluster Growth Forecast

According to the Perkins V Career Cluster Growth Forecast Report, jobs in Architecture and Construction are expected to shrink (-1.7%) over the next decade. Currently, this cluster employs 24,856 workers and offers living wages (\$54,200).

### Alignment to Regional In-Demand Occupations

Occupation	Employment	Projected	
		Regional Annual Median Wages	Regional Growth Rate
Cost Estimators	422	\$69,800	-0.8%
Carpenters	1,527	\$49,300	-0.7%
Helpers--Carpenters	54	\$45,000	-1.1%
Painters, Construction and Maintenance	637	\$37,100	-0.5%
Construction Laborers	4,175	\$35,300	-0.1%
Cabinetmakers and Bench Carpenters	63	\$33,800	-0.2%

### Aligned Industry-Based Certification(s)

#### Offered

Not offering any certifications in this program of study.

#### Not Offered

- ✗ Carpentry  
PEIMS Code: 1115
- ✗ Carpentry Level I  
PEIMS Code: 610
- ✗ Carpentry Level II  
PEIMS Code: 611
- ✗ Commercial Carpenter  
PEIMS Code: 612
- ✗ Construction Technology Certification Level I  
PEIMS Code: 620
- ✗ Core  
PEIMS Code: 630
- ✗ HBI Pre-Apprenticeship Certificate Training (PACT),  
Basic Carpentry  
PEIMS Code: 1000
- ✗ HBI Pre-Apprenticeship Certificate Training (PACT),  
Core  
PEIMS Code: 1001
- ✗ HBI Pre-Apprenticeship Certificate Training (PACT),  
Green Core  
PEIMS Code: 1003  
⚠ Retirement Date: August 31, 2026
- ✗ LEED Green Associate  
PEIMS Code: 1011
- ✗ Painting: Commercial and Residential Level I  
PEIMS Code: 710
- ✗ Residential Plans Examiner - R3  
PEIMS Code: 1009
- ✗ Weatherization Technician Level I  
PEIMS Code: 750

### Current Course Sequence

Level 1	Level 2	Level 3	Level 4
✗ Principles of Architecture 13004210 · 1 credit	✓ Construction Technology I 13005100 · 2 credits	✗ Construction Technology II 13005200 · 2 credits	✗ Career Preparation for Programs of Study (First Time Taken) 12701121 · 2 credits
✓ Principles of Construction 13004220 · 1 credit	✓ Entrepreneurship I 13011101 · 1 credit	✗ Mill and Cabinetmaking Technology 13005300 · 2 credits	✗ Career Preparation for Programs of Study/Extended Career Preparation (First Time Taken)

✗ Practicum in  
Construction  
Technology (First Time  
Taken)

13005250 · 2 credits

✗ Practicum in  
Construction  
Technology (Second  
Time Taken)

13005260 · 2 credits

✗ Practicum in  
Construction  
Technology/Extended  
Practicum in  
Construction  
Technology (First Time  
Taken)

13005255 · 3 credits

✗ Practicum in  
Construction  
Technology/Extended  
Practicum in  
Construction  
Technology (Second  
Time Taken)

13005265 · 3 credits

✗ Practicum in  
Entrepreneurship  
(First Time Taken)

13011111 · 2 credits

✗ Practicum in  
Entrepreneurship/Exte  
nded Practicum in  
Entrepreneurship  
(First Time Taken)

13011121 · 3 credits

**CTE Code****Concentrator****Culinary Arts****Endorsement(s) Earned (if following §74.13 and TEA Program of Study guidance)**

Successful completion of the Culinary Arts program of study will fulfill the requirements of the Business and Industry endorsement.

**Career Cluster (as defined by TEA)**

Hospitality and Tourism

**Alignment to Regional Career Cluster Growth Forecast**

According to the Perkins V Career Cluster Growth Forecast Report, jobs in Hospitality and Tourism are expected to grow (3.9%) over the next decade. Currently, this cluster employs 34,848 workers and does not offer living wages (\$28,400).

**Alignment to Regional In-Demand Occupations**

Occupation	Employment	Projected	
		Regional Annual Median Wages	Regional Growth Rate
Food Service Managers	675	\$50,400	0.2%
Food Science Technicians	15	\$39,500	-0.2%
Chefs and Head Cooks	274	\$39,400	1%

Occupation	Employment	Projected	
		Regional Annual Median Wages	Regional Growth Rate
First-Line Supervisors of Food Preparation and Serving Workers	2,660	\$31,100	0.7%
Food Preparation and Serving Related Workers, All Other	145	\$23,200	0.7%
Cooks, Fast Food	1,087	\$22,200	-1.4%

### Aligned Industry-Based Certification(s)

#### Offered

Not offering any certifications in this program of study.

#### Not Offered

- ✗ Certified Culinarian (CC)  
PEIMS Code: 1128
- ✗ Certified Fundamentals Cook  
PEIMS Code: 383
- ✗ Certified Fundamentals Pastry Cook  
PEIMS Code: 384
- ✗ Certified Pastry Culinarian (CPC)  
PEIMS Code: 1151
- ✗ Certified Restaurant Professional  
PEIMS Code: 1161
- ✗ Commercial Foods  
PEIMS Code: 972
- ✗ Culinary Meat Selection & Cookery Certification  
PEIMS Code: 978
- ✗ Food Protection Manager Certification  
PEIMS Code: 993
- ✗ Food Safety & Science Certification  
PEIMS Code: 994
- ✗ Hospitality and Tourism Specialist  
PEIMS Code: 385
- ✗ ManageFirst Professional  
PEIMS Code: 548
- ✗ Meat Evaluation Certification  
PEIMS Code: 1263
- ✗ Pre-Professional Certification in Culinary Arts  
PEIMS Code: 1029
- ✗ Pre-Professional Certification in Food Science Fundamentals  
PEIMS Code: 1031
- ✗ ServSafe Manager  
PEIMS Code: 811

### Current Course Sequence

#### Level 1

- ✓ Introduction to Culinary Arts  
13022550 · 1 credit
- ✓ Principles of Hospitality and Tourism  
13022200 · 1 credit

#### Level 2

- ✓ Culinary Arts  
13022600 · 2 credits
- ✓ Entrepreneurship I  
13011101 · 1 credit
- ✗ Food Technology and Safety  
13001300 · 1 credit

#### Level 3

- ✗ Advanced Culinary Arts  
13022650 · 2 credits
- ✗ Event and Meeting Planning  
13022730 · 1 credit
- ✗ Food Processing  
13001400 · 1 credit

#### Level 4

- ✗ Career Preparation for Programs of Study (First Time Taken)  
12701121 · 2 credits
- ✗ Career Preparation for Programs of Study/Extended Career Preparation (First Time Taken)  
12701141 · 3 credits

× Foundations of  
Restaurant  
Management  
13022720 · 1 credit

× Food  
Processing/Agricultura  
l Laboratory and Field  
Experience  
13001410 · 2 credits

× Tourism Marketing  
Concepts and  
Applications  
N1302270 · 1 credit

× Food Science  
13023000 · 1 credit

× Practicum in Culinary  
Arts (First Time Taken)  
13022700 · 2 credits

× Practicum in Culinary  
Arts (Second Time  
Taken)  
13022710 · 2 credits

× Practicum in Culinary  
Arts/Extended  
Practicum in Culinary  
Arts (First Time Taken)  
13022705 · 3 credits

× Practicum in Culinary  
Arts/Extended  
Practicum in Culinary  
Arts (Second Time  
Taken)  
13022715 · 3 credits

× Practicum in  
Entrepreneurship  
(First Time Taken)  
13011111 · 2 credits

× Practicum in  
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nded Practicum in  
Entrepreneurship  
(First Time Taken)  
13011121 · 3 credits

× Practicum in Event  
and Meeting Planning  
(First Time Taken)  
13022920 · 2 credits

× Practicum in Event  
and Meeting Planning  
(Second Time Taken)  
13022930 · 2 credits

× Practicum in Event  
and Meeting  
Planning/Extended  
Practicum in  
Hospitality Services  
(First Time Taken)  
13022925 · 3 credits

× Practicum in Event  
and Meeting  
Planning/Extended  
Practicum in  
Hospitality Services  
(Second Time Taken)  
13022935 · 3 credits

× Practicum in  
Hospitality Services  
(First Time Taken)  
13022900 · 2 credits

× Practicum in  
Hospitality Services

(Second Time Taken)

13022910 · 2 credits

✗ Practicum in Hospitality Services/Extended Practicum in Hospitality Services (First Time Taken)

13022905 · 3 credits

✗ Practicum in Hospitality Services/Extended Practicum in Hospitality Services (Second Time Taken)

13022915 · 3 credits

**CTE Code**

**Concentrator**

## Considerations for Future Programs of Study, Endorsements, and Industry-Based Certifications

### Business Management

**Endorsement(s) Earned (if following §74.13 and TEA Program of Study guidance)**

Successful completion of the Business Management program of study will fulfill the requirements of the Business and Industry endorsement.

**Career Cluster (as defined by TEA)**

Business, Marketing, and Finance

**Alignment to Regional Career Cluster Growth Forecast**

According to the Perkins V Career Cluster Growth Forecast Report, jobs in Business Management and Administration are expected to shrink (-7.2%) over the next decade. Currently, this cluster employs 40,062 workers and offers living wages (\$60,900).

**Alignment to Regional In-Demand Occupations**

Occupation	Employment	Regional Annual Median Wages	Projected Regional Growth Rate
Administrative Services Managers	317	\$100,400	0%
Management Analysts	725	\$83,100	0.3%
General and Operations Managers	5,768	\$81,600	0%
Business Operations Specialists, All Other	1,456	\$72,200	-0.3%

**Aligned Industry-Based Certification(s)**

Administrative Assisting

PEIMS Code: 934

⚠ Retirement Date: August 31, 2026

Knowledge Pillars: AI Industry Acceleration Specialist (AIIAS)

PEIMS Code: 1245

Associate Professional in Human Resources (aPHR)

PEIMS Code: 1099

Meta Certified Digital Marketing Associate

PEIMS Code: 991

Business of Retail: Certified Specialist

PEIMS Code: 1052

Microsoft Certified: Dynamics 365 Fundamentals (ERP)

PEIMS Code: 1018

Certified Associate in Project Management (CAPM)

PEIMS Code: 367

Microsoft Office Specialist 2016 Master/MOS: Expert (365 Apps)

PEIMS Code: 580

Content Creation & Marketing Using Adobe Express

PEIMS Code: 1202

Microsoft Office Specialist: Microsoft Access Expert (2019+)

PEIMS Code: 1020

Customer Service and Sales: Certified Specialist

PEIMS Code: 1069

Microsoft Office Specialist: Microsoft Excel Expert (2019+ or 365 Apps)

PEIMS Code: 560

Entrepreneurship and Small Business

PEIMS Code: 512

General Management

PEIMS Code: 995

Microsoft Office Specialist: Microsoft Word Expert (2019+ or 365 Apps)

PEIMS Code: 570

Online Marketing Certified Associate (OMCA)

PEIMS Code: 1271

Project Management Institute (PMI) Project Management Ready

PEIMS Code: 1037

Stukent Social Media Marketing Certification

PEIMS Code: 1042

⚠ Retirement Date: August 31, 2026

Tosa Desktop Certified User for Google Workspace (Professional level)

PEIMS Code: 1301

Tosa Desktop Certified User for Microsoft Office (Professional level)

PEIMS Code: 1302

Tosa Google Sheets (Advanced or Expert)

PEIMS Code: 1303

Tosa Microsoft Excel (Advanced or Expert)

PEIMS Code: 1305

## Entrepreneurship

### Endorsement(s) Earned (if following §74.13 and TEA Program of Study guidance)

Successful completion of the Entrepreneurship program of study will fulfill the requirements of the Business and Industry endorsement.

### Career Cluster (as defined by TEA)

Business, Marketing, and Finance

### Alignment to Regional Career Cluster Growth Forecast

According to the Perkins V Career Cluster Growth Forecast Report, jobs in Business Management and Administration are expected to shrink (-7.2%) over the next decade. Currently, this cluster employs 40,062 workers and offers living wages (\$60,900).

### Alignment to Regional In-Demand Occupations

Occupation	Employment	Regional Annual Median Wages	Projected Regional Growth Rate
Managers, All Other	910	\$121,200	-0.3%
Management Analysts	725	\$83,100	0.3%
General and Operations Managers	5,768	\$81,600	0%

### Aligned Industry-Based Certification(s)

Business of Retail: Certified Specialist

PEIMS Code: 1052

Content Creation & Marketing Using Adobe Express

PEIMS Code: 1202

Customer Service and Sales: Certified Specialist

PEIMS Code: 1069

Entrepreneurship and Small Business

PEIMS Code: 512

Knowledge Pillars: Coding in AI Specialist (CiAIS)

PEIMS Code: 1247

Meta Certified Digital Marketing Associate

PEIMS Code: 991

Online Marketing Certified Associate (OMCA)

PEIMS Code: 1271

Stukent Social Media Marketing Certification

PEIMS Code: 1042

⚠ Retirement Date: August 31, 2026

## Nursing Science

### Endorsement(s) Earned (if following §74.13 and TEA Program of Study guidance)

Successful completion of the Nursing Science program of study will fulfill the requirements of the Public Service endorsement or STEM endorsement if the math and science requirements are met.

### Career Cluster (as defined by TEA)

Health Science

### Alignment to Regional Career Cluster Growth Forecast

According to the Perkins V Career Cluster Growth Forecast Report, jobs in Health Science are expected to grow (4%) over the next decade. Currently, this cluster employs 24,041 workers and offers living wages (\$71,500).

### Alignment to Regional In-Demand Occupations

Occupation	Employment	Regional Annual Median Wages	Projected Regional Growth Rate
Nurse Anesthetists	77	\$200,000	0.3%
Nurse Practitioners	424	\$128,200	3.4%
Registered Nurses	5,074	\$79,700	0%
Licensed Practical and Licensed Vocational Nurses	1,789	\$50,300	0.1%

### Aligned Industry-Based Certification(s)

Certified Clinical Medical Assistant

PEIMS Code: 470

Certified Nurse Aide (CNA)

PEIMS Code: 390

Certified Personal Care Assistant

PEIMS Code: 1152

Licensed Vocational Nurse

PEIMS Code: 545

Medical Assistant

PEIMS Code: 1019

## Web Development

### Endorsement(s) Earned (if following §74.13 and TEA Program of Study guidance)

Successful completion of the Web Development program of study will fulfill the requirements of the Business and Industry endorsement or STEM endorsement if the math and science requirements are met.

### Career Cluster (as defined by TEA)

Information Technology

### Alignment to Regional In-Demand Occupations

Occupation	Employment	Regional Annual Median Wages	Projected Regional Growth Rate
Software Developers	1,164	\$101,600	0.8%
Web Developers	81	\$62,200	-0.1%

### Aligned Industry-Based Certification(s)

Adobe Certified Professional in Web Design

PEIMS Code: 1089

Certified Associate JavaScript Programmer

PEIMS Code: 1119

Certified Associate Web Developer Certification

PEIMS Code: 1122

Certified Entry-Level JavaScript Programmer

PEIMS Code: 1131

Certified Professional: Programmer

PEIMS Code: 816

Certified User: Programmer

PEIMS Code: 1065

Certified User: VR Developer

PEIMS Code: 1171

Certified Web and Mobile App Developer Apprentice (CWMA-Apprentice)

PEIMS Code: 966

Certified Web Animator Associate (CWAA)

PEIMS Code: 967

Certified Web Designer Associate (CWDSA)

PEIMS Code: 1172

CodeHS Python Level 1 Certification

PEIMS Code: 1067

⚠ Retirement Date: August 31, 2026

CodeHS Web Design Level 1 Certification

PEIMS Code: 1068

⚠ Retirement Date: August 31, 2026

Information Technology Specialist: HTML5 Application Development

PEIMS Code: 1078

Information Technology Specialist: HTML and CSS

PEIMS Code: 1077

Nursing Assistant Certification (NAC)

PEIMS Code: 1270

Patient Care Technician

PEIMS Code: 786

Phlebotomy Technician

PEIMS Code: 800

Registered Nurse

PEIMS Code: 900

Information Technology Specialist: JavaScript

PEIMS Code: 1080

ITIL 4 FOUNDATION

PEIMS Code: 1242

Knowledge Pillars: HTML and CSS Coding Specialist (HCCS)

PEIMS Code: 1249

Knowledge Pillars: JavaScript Coding Specialist (JSCS)

PEIMS Code: 1250

Knowledge Pillars: WordPress Certified Administrator (WCA)

PEIMS Code: 1253

Knowledge Pillars: WordPress Certified Developer (WCD)

PEIMS Code: 1254

Knowledge Pillars: WordPress Certified Editor (WCE)

PEIMS Code: 1255

Microsoft Certified: Azure Data Fundamentals

PEIMS Code: 1083

Microsoft Certified: Azure Fundamentals

PEIMS Code: 1084

Microsoft Certified: Azure Solutions Architect Expert

PEIMS Code: 1267

Oracle Certified Associate Java SE 8 Programmer

PEIMS Code: 770

Tosa JavaScript (Advanced or Expert)

PEIMS Code: 1304

Tosa Web Developer (Advanced or Expert)

PEIMS Code: 1307

Web Design - Job Ready

PEIMS Code: 1049

# Exercise Science, Wellness, and Restoration

## Endorsement(s) Earned (if following §74.13 and TEA Program of Study guidance)

Successful completion of the Exercise Science, Wellness, and Restoration program of study will fulfill the requirements of the Public Service endorsement.

## Career Cluster (as defined by TEA)

Health Science

## Alignment to Regional Career Cluster Growth Forecast

According to the Perkins V Career Cluster Growth Forecast Report, jobs in Health Science are expected to grow (4%) over the next decade. Currently, this cluster employs 24,041 workers and offers living wages (\$71,500).

## Alignment to Regional In-Demand Occupations

Occupation	Employment	Regional Annual Median Wages	Projected Regional Growth Rate
Physical Therapists	431	\$105,700	0.7%
Physical Therapist Assistants	205	\$68,500	2.4%
Athletic Trainers	42	\$62,900	0.8%
Exercise Physiologists	25	\$47,700	0.6%
Exercise Trainers and Group Fitness Instructors	387	\$38,800	1.1%

## Aligned Industry-Based Certification(s)

Certified Clinical Medical Assistant

PEIMS Code: 470

Certified Occupational Therapy Assistant

PEIMS Code: 391

Certified Personal Trainer

PEIMS Code: 401

Emergency Care Attendant (ECA)

PEIMS Code: 988

Emergency Medical Technician - Basic

PEIMS Code: 530

Medical Assistant

PEIMS Code: 1019

Physical Therapy Technician Certification (PTTC)

PEIMS Code: 1273

Pre-Professional Certification in Nutrition, Food, and Wellness

PEIMS Code: 1032