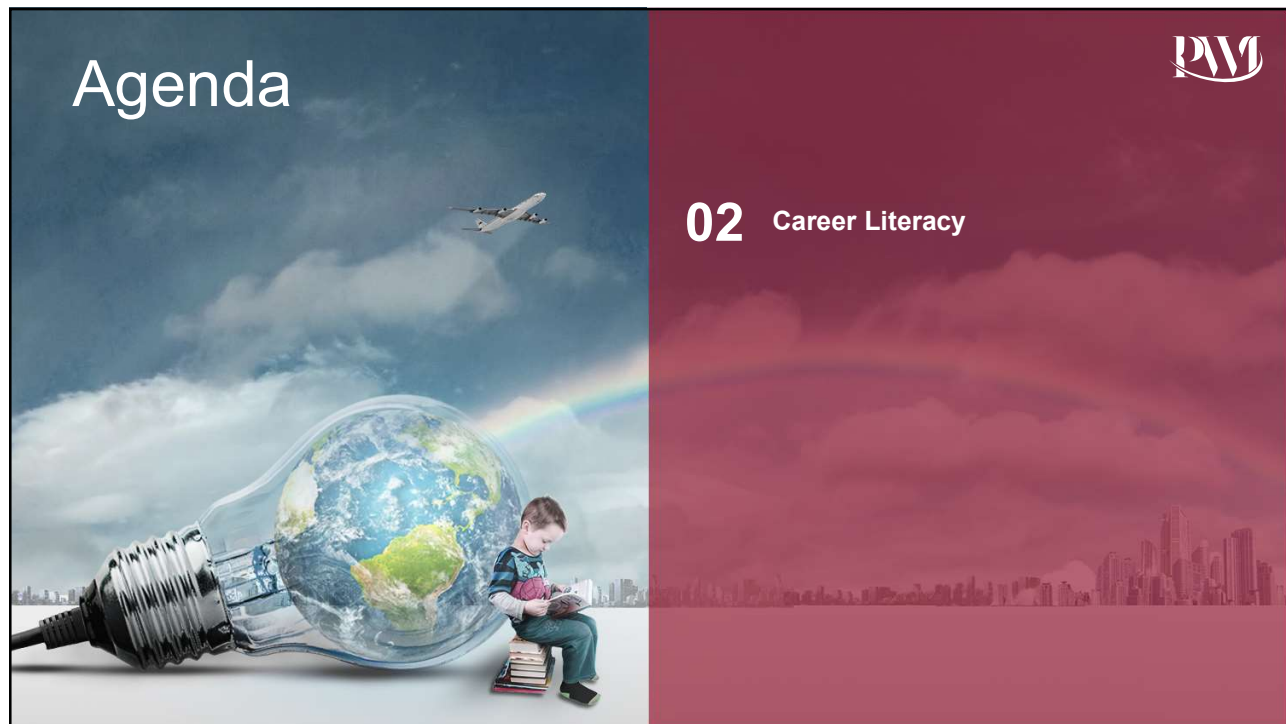




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Career Literacy

The Massachusetts High Quality College and Career Pathways Initiative

Each pathway is anchored in the same five guiding principles:

1. Equitable access
2. Guided Academic Pathways
3. Enhanced Student Support
4. Connection to Career
5. Effective Partnerships


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4

The Massachusetts High Quality College and Career Pathways Initiative

Each pathway is anchored in the same five guiding principles:

4. Connection to Career

5



5

The Massachusetts High Quality College and Career Pathways Initiative

#4: Connection to Career

“Designated programs should expose students to a variety of career opportunities including greater depth in careers relevant to their selected pathway”

6



6

CAREER LITERACY

A key to student engagement, academic outcomes and postsecondary success



7

Labor Market Intelligence for Students

"I have never seen my kids more excited about their education than they are right now. They are lined up at my desk to make counseling appointments..."

-Karen



8

Labor Market Intelligence for Students

"I have never seen my kids more excited about their education than they are right now. They are lined up at my desk to make counseling appointments..."

-Karen, Adobe Mountain High School
Arizona Department of Juvenile Corrections



9

Agenda



PWV

03 The Massachusetts Labor Market

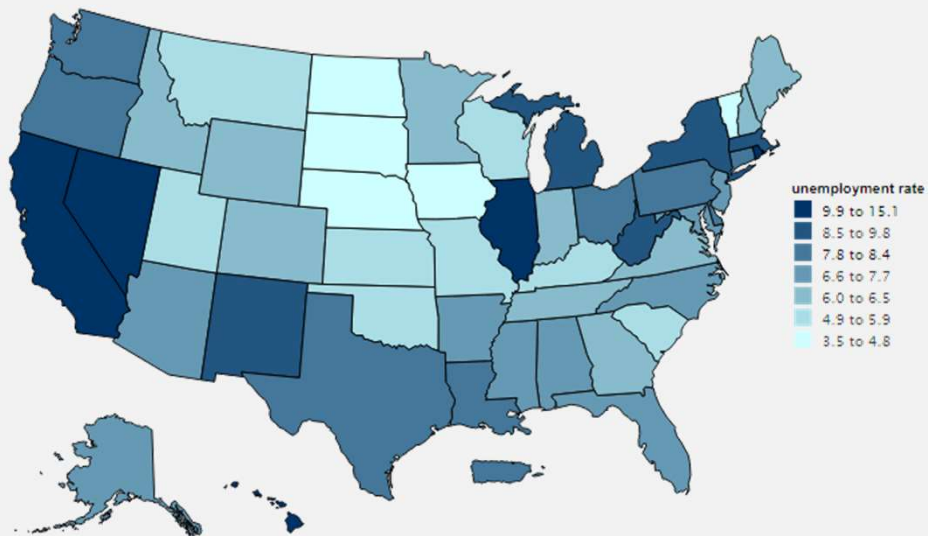
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IMPACT OF THE PANDEMIC



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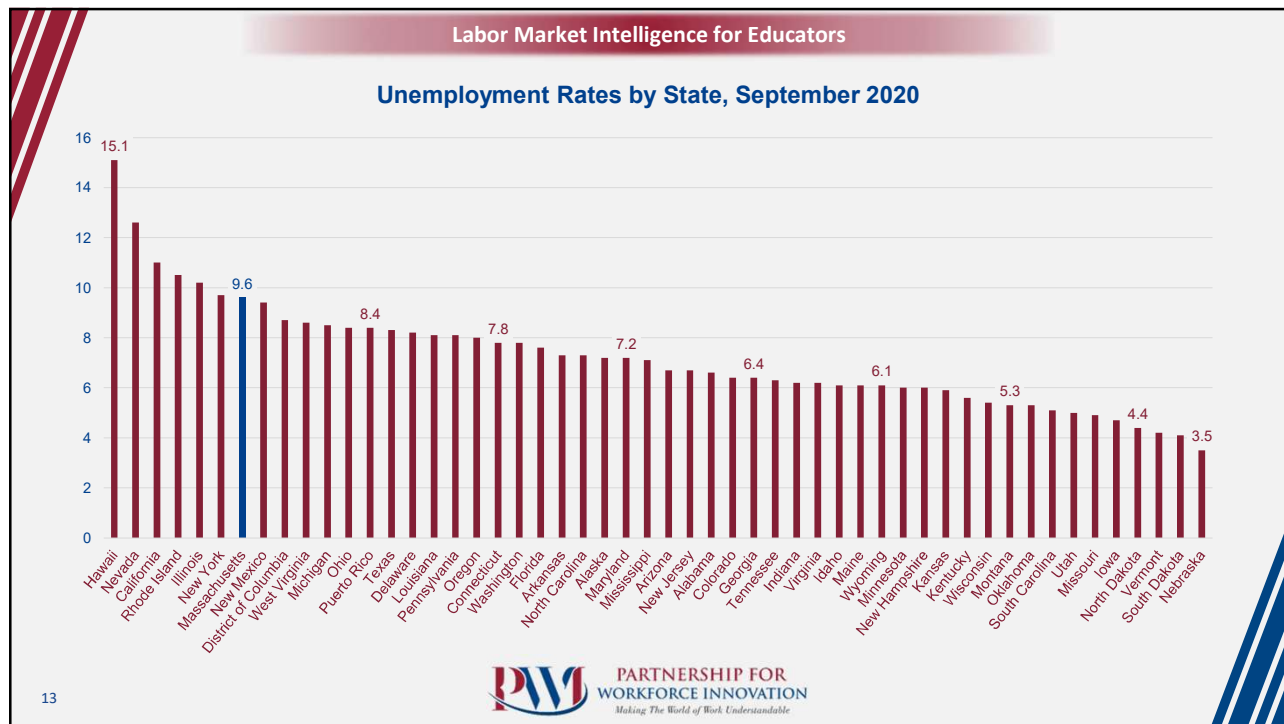
Labor Market Intelligence for Educators



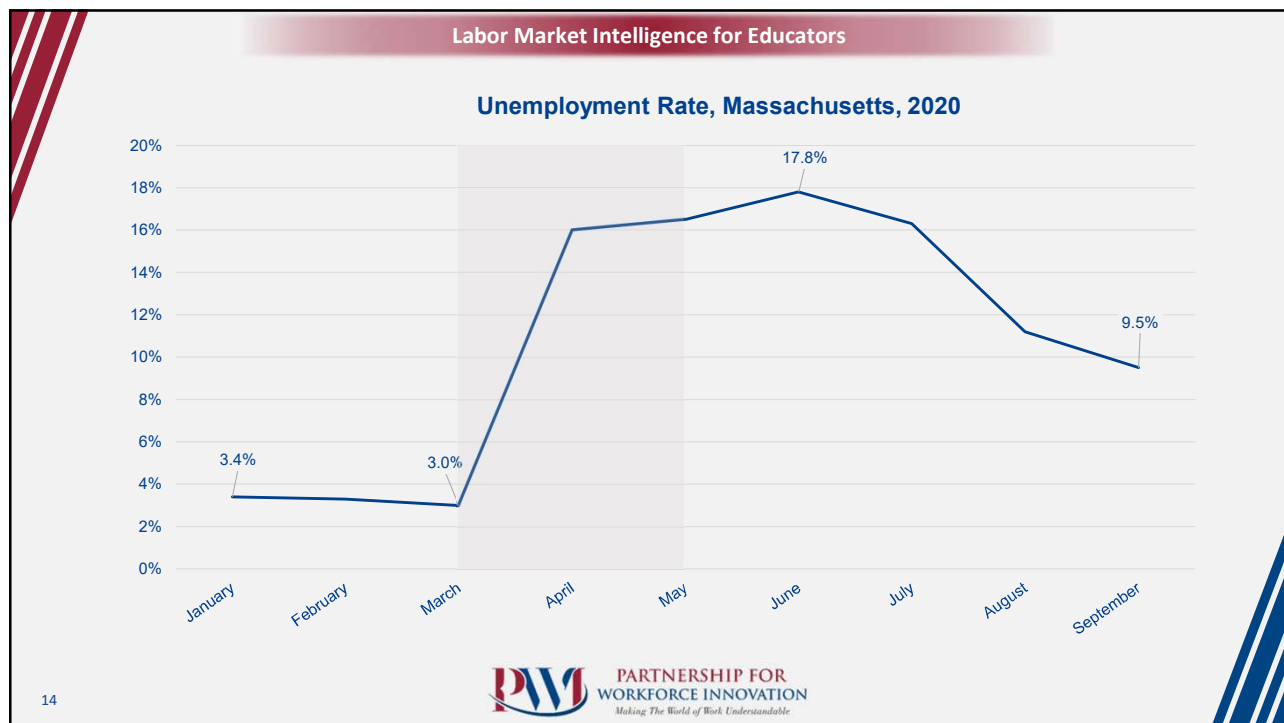
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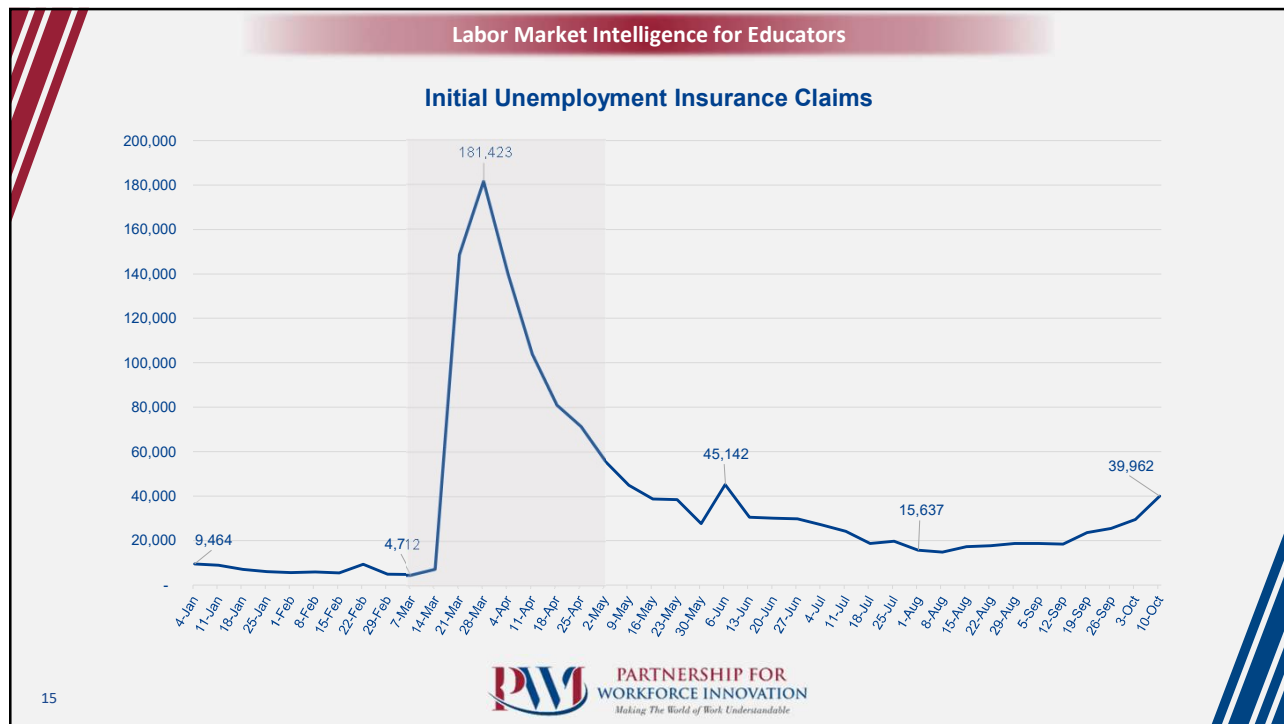
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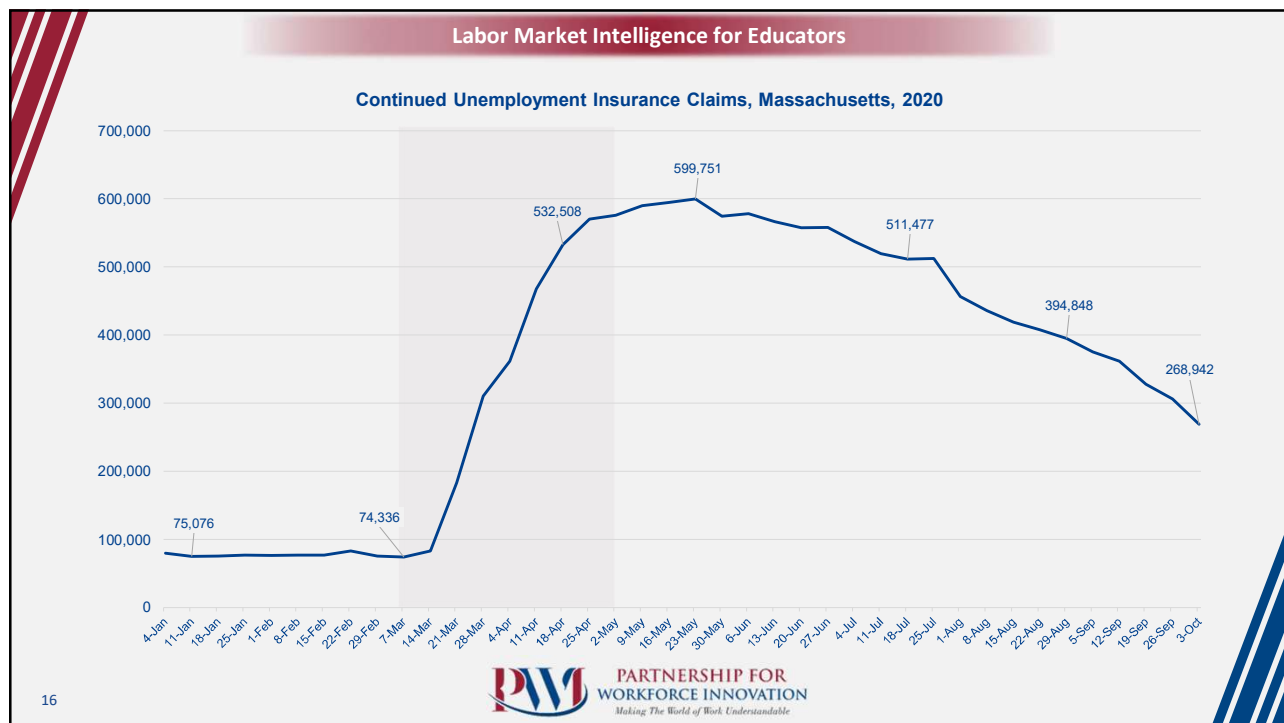
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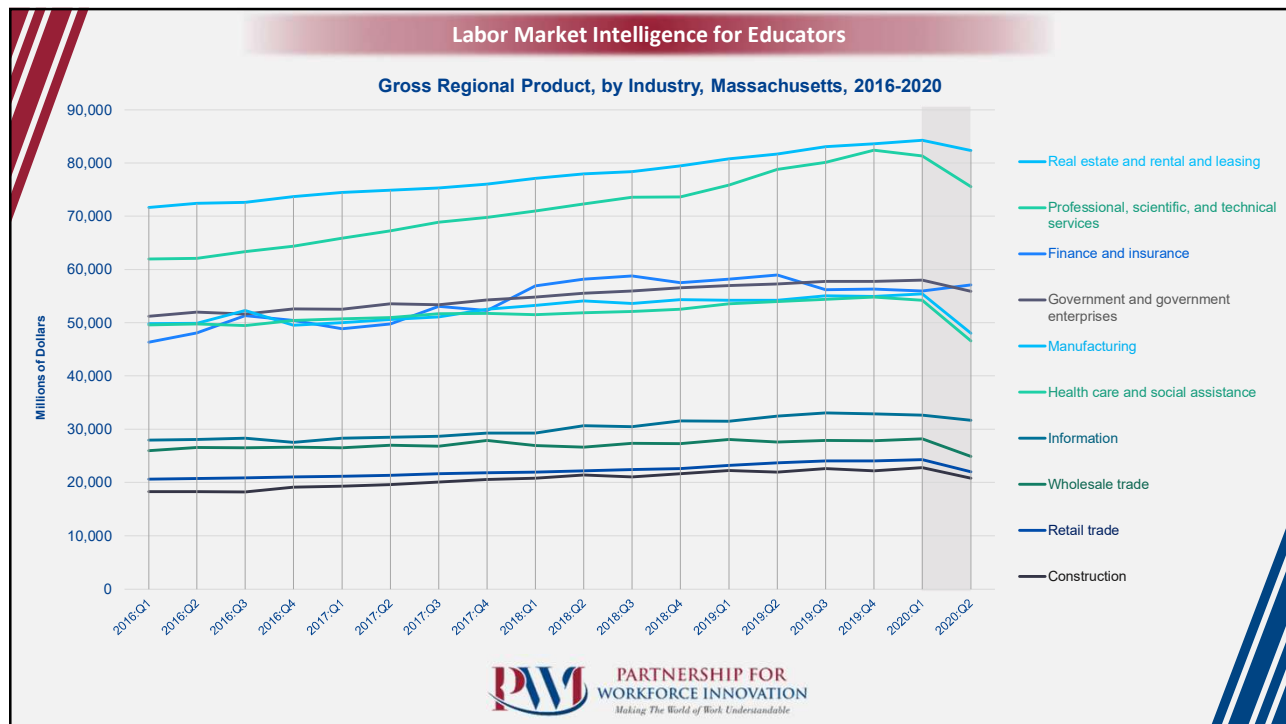
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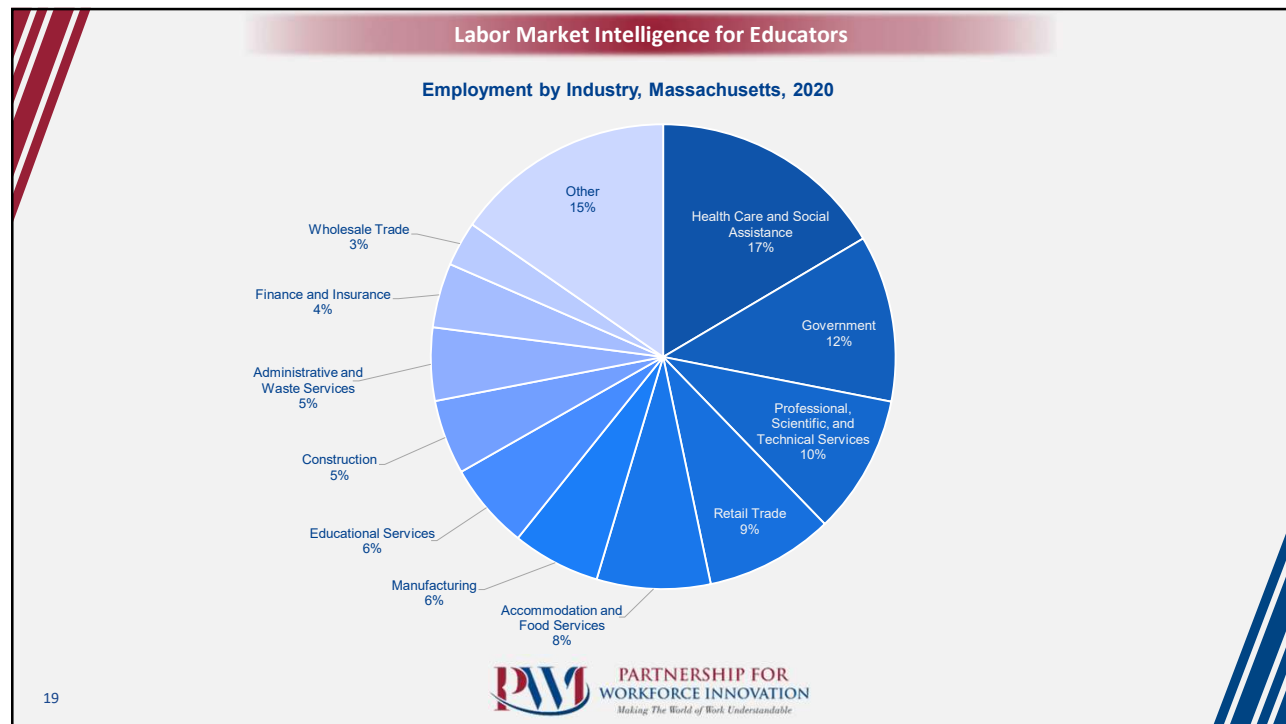
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19

Labor Market Intelligence for Educators

Industries by Jobs, Massachusetts, 2019 Q4

Industry	Establishments	Jobs	Average Wages	Location Quotient
Restaurants and Other Eating Places	13,768	245,539	\$23,996	0.92
Education and Hospitals (Local Government)	732	175,768	\$60,877	0.83
General Medical and Surgical Hospitals	190	169,217	\$78,304	1.45
Colleges, Universities, and Professional Schools	307	164,445	\$53,719	3.38
Individual and Family Services	48,359	104,123	\$27,406	1.59
Local Government, Excluding Education and Hospitals	3,601	96,893	\$70,334	0.69
Computer Systems Design and Related Services	8,440	86,371	\$159,920	1.58
Grocery Stores	2,792	83,851	\$25,820	1.28
Scientific Research and Development Services	2,575	78,295	\$185,545	4.37
Management of Companies and Enterprises	1,517	74,134	\$139,116	1.26
State Government, Excluding Education and Hospitals	2,164	70,067	\$81,129	1.26
Employment Services	2,257	64,820	\$51,400	0.74


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20

20

Labor Market Intelligence for Educators

Industries by Location Quotient, Massachusetts, 2020 Q2

Industry	Establishments	Jobs	Average Wages	Location Quotient
Fishing	331	1,363	\$120,540	8.35
Audio and Video Equipment Manufacturing	23	2,536	\$139,511	5.03
Footwear Manufacturing	6	1,401	\$71,703	4.54
Scientific Research and Development Services	2,575	78,295	\$185,545	4.37
Cutlery and Handtool Manufacturing	32	3,495	\$101,576	3.81
Specialty (except Psychiatric and Substance Abuse) Hospitals	46	21,032	\$70,194	3.65
Colleges, Universities, and Professional Schools	307	164,445	\$53,719	3.38
Seafood Product Preparation and Packaging	46	2,780	\$61,628	3.21
Software Publishers	1,488	34,402	\$163,538	3.07
Other Financial Investment Activities	2,658	31,824	\$305,314	2.65
Navigational, Measuring, Electromedical, & Control Instruments Manufacturing	348	25,532	\$128,881	2.47
Textile and Fabric Finishing and Fabric Coating Mills	68	1,766	\$73,592	2.44

21



21

Labor Market Intelligence for Educators

Industries by Average Wages, Massachusetts, 2020 Q1

Industry	Establishments	Jobs	Average Wages	Location Quotient
Spectator Sports	154	2,751	\$322,610	0.76
Other Financial Investment Activities	2,658	31,824	\$305,314	2.65
Securities and Commodity Contracts Intermediation and Brokerage	815	12,924	\$299,786	1.16
Scientific Research and Development Services	2,575	78,295	\$185,545	4.37
Drugs and Druggists' Sundries Merchant Wholesalers	473	6,667	\$180,253	1.15
Software Publishers	1,488	34,402	\$163,538	3.07
Computer and Peripheral Equipment Manufacturing	54	8,711	\$160,850	2.21
Computer Systems Design and Related Services	8,440	86,371	\$159,920	1.58
Activities Related to Credit Intermediation	389	3,021	\$156,445	0.41
Other Information Services	1,018	12,194	\$153,553	1.48
Nondepository Credit Intermediation	545	5,841	\$145,354	0.42
Electric Power Generation, Transmission and Distribution	202	7,880	\$144,915	0.83

22



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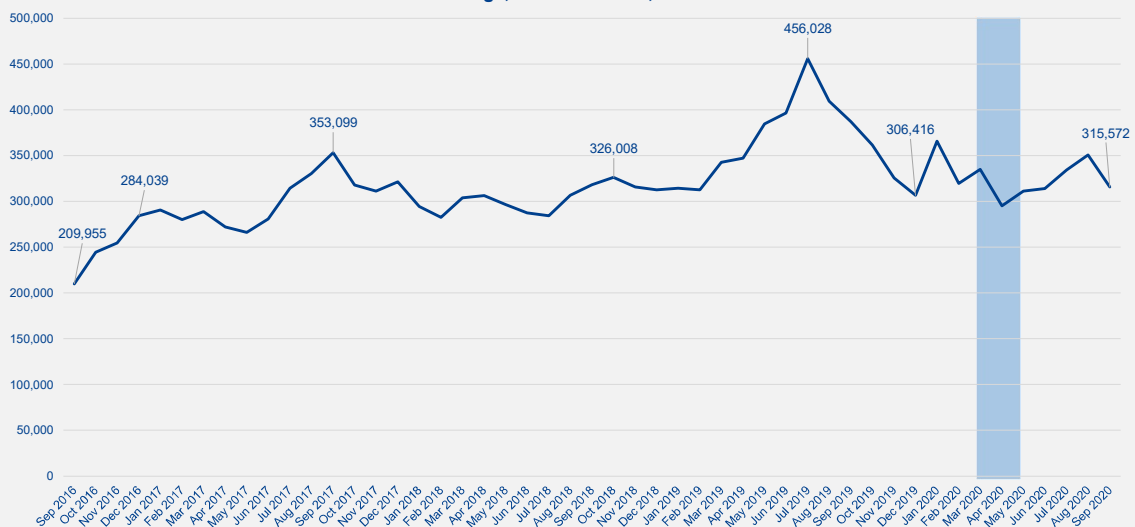
MASSACHUSETTS JOB POSTINGS



23

Labor Market Intelligence for Educators

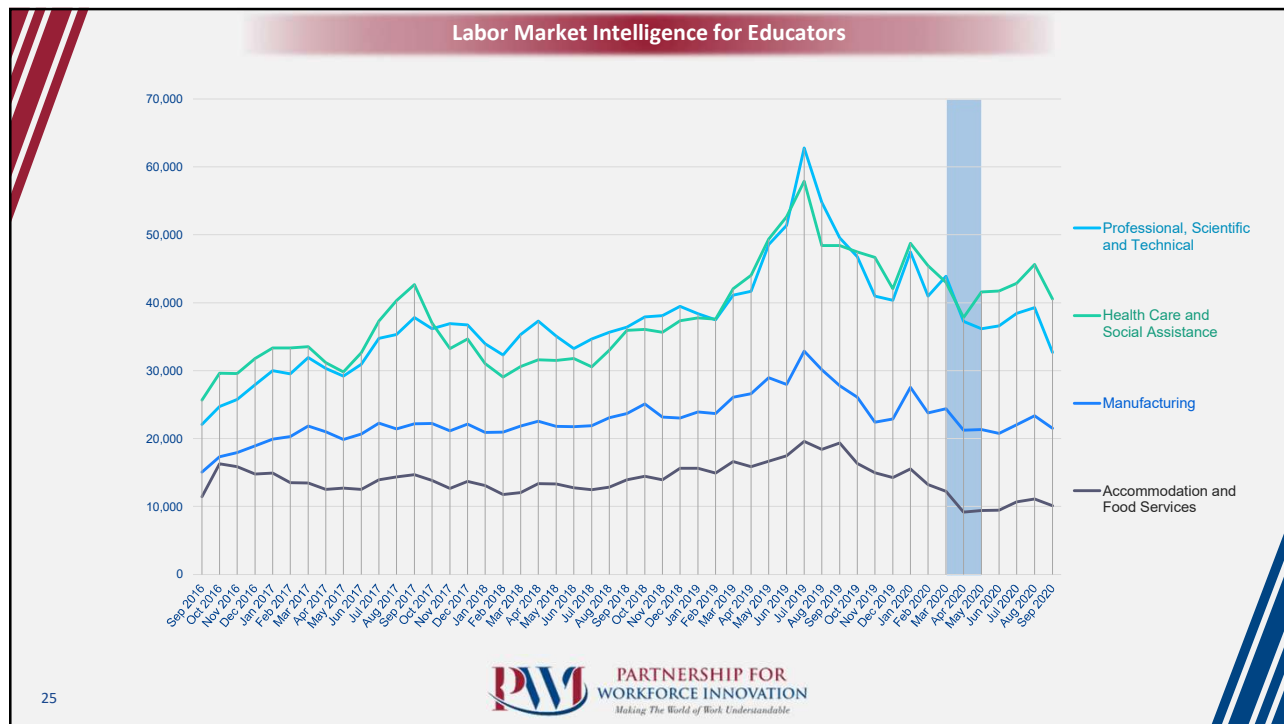
Job Postings, Massachusetts, 2016-2020



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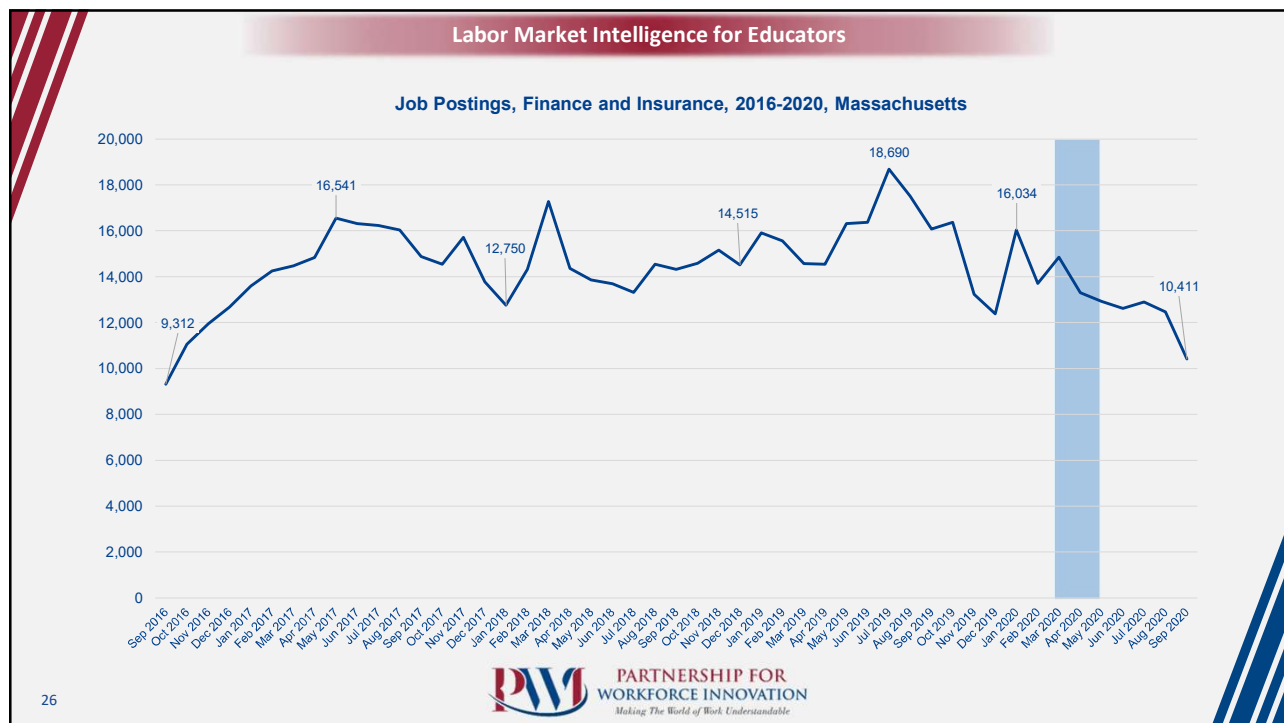


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Labor Market Intelligence for Educators

Top Occupations by Job Postings, Finance and Insurance Industry, Massachusetts, October 22, 2020:

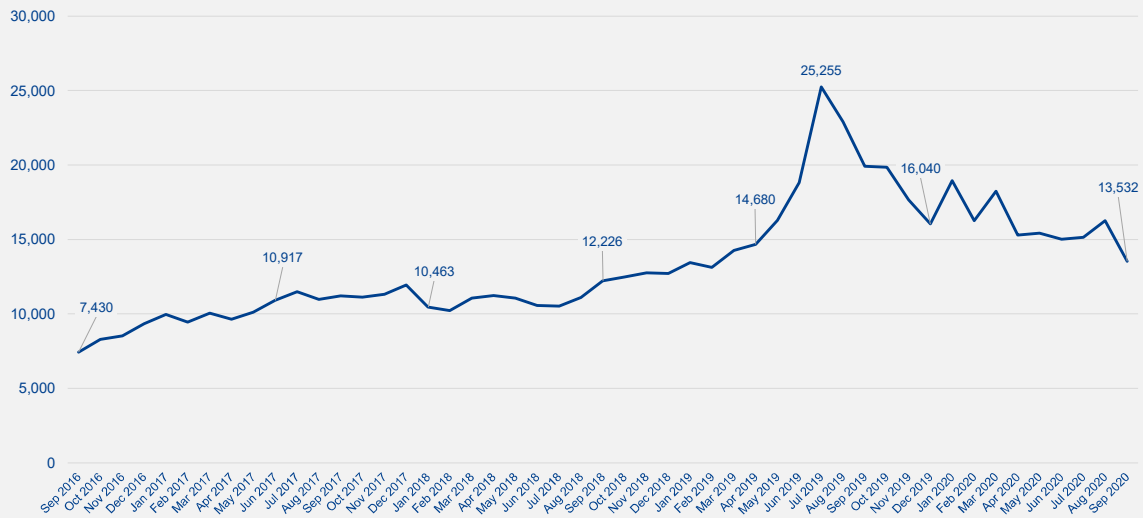
Occupation	Postings, 2020
Software Developers	32,254
Financial Managers	25,983
Securities, Commodities & Financial Services Sales Agents	20,970
Insurance Sales Agents	16,491
Tellers	17,566
Management Analysts	14,477
Marketing Managers	12,824
Customer Service Representatives	11,269

27

27

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Job Postings, Software Developer, Massachusetts, 2016-2020



28

28

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Software Developers

Job Titles	Postings, 2020
Software Engineers	57,698
Senior Software Engineers	36,407
Back End Engineers	18,835
Front End Engineers	17,894
Full Stack Software Engineers	24,899
DevOps Engineers	9,477
Software Security Engineers	13,907

29

29

Labor Market Intelligence for Educators


Software Developers


Skills	
Software Engineering	Computer Science
Java	Hyper Text Markup Language
SQL	Cascading Style Sheets
JavaScript	Scalability
Software Development	Application Programming Interface (API)
Python	C#
Amazon Web Services	Version Control
Agile Methodology	Linux

30

30

Agenda






04 Synthesizing Labor Market Intelligence

31

Synthesizing Labor Market Intelligence

Five Things I Wish Your Students Knew About the World of Work

*#1: It will likely not be necessary to leave
Massachusetts to find a great career in the field
you love.*



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32

Industries that pay more in Massachusetts than the national average:

- Information
- Finance and Insurance
- Professional, Scientific and Technical Services
- Management of Companies
- Education
- Health Care and Social Assistance

Five Things I Wish Your Students Knew About the World of Work

***#2: The ability to learn might be the single most
critical professional skill you ever develop.***

Synthesizing Labor Market Intelligence

#3: The most in-demand and most lucrative careers in our labor market require significant levels of math and reading skills.



35

Synthesizing Labor Market Intelligence

Five Things I Wish Your Students Knew About the World of Work

#4: It's not all about academics and technical skills.



36

Five Things I Wish Your Students Knew About the World of Work

Top Requested Skills:

- *Communication*
- *Dedication*
- *Collaboration*
- *Customer Service*



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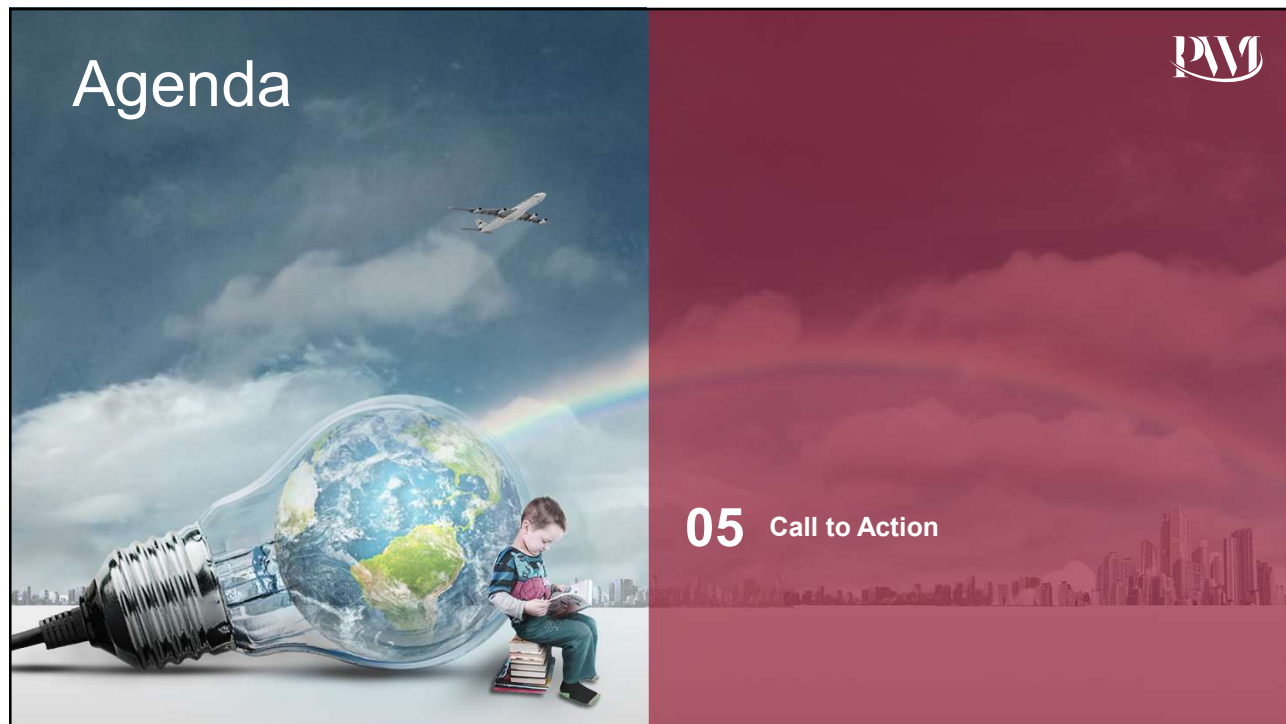
Five Things I Wish Your Students Knew About the World of Work

Top Requested Technical Skills (#22):

- *(#22) Writing*
- *(#25) Engineering*
- *(#27) Nursing*



38



39

Closing and Call to Action

Conclusions and Recommendations

- Classroom evaluations of labor market trends
- Workforce Equilibrium Analyses for key industries
- Skills maps for critical pathways
- Industry sector partnerships

40

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40



41