

Introduction (Purpose and Use)

The talent pipeline is a critical concern for Charlotte area employers and for Central Piedmont Community College¹ – a national leader in workforce development. Data-driven empirical evidence, as presented about the current and forecasted state of employment, will assist the college and our community in understanding workforce needs and in better preparing students for rewarding jobs and careers.

The focus of this study is jobs in demand, with detail on the industry sectors with the highest area employment. By analyzing labor market data and trends, alongside insights from employer-led advisory boards, CPCC can better align learning with student, industry and economic development goals.

This study identifies occupations and jobs in demand for the Charlotte metropolitan area (Charlotte-Concord-Gastonia NC-SC MSA). Some data specific to Mecklenburg County, N.C. is noted. Advanced analytics and modeling from public and private software databases including JobsEQ and Labor Insight/Burning Glass Technologies were used to identify the occupations and jobs presented in the study.²

Further, in response to the 2017 Charlotte-Mecklenburg Opportunity Task Force Report,³ this study highlights middle-skill occupations – those in which preparation is most suited to credit and non-credit programs at the community college level. It also identifies middle-wage occupations, or those that might particularly advance and expand economic mobility.

Given the depth of material available on the discrete skills and competencies employers need for these high demand occupations, students and instructors can focus on occupations in demand. Each occupation is documented by the Occupational Information Network (O*NET) with standardized competencies and descriptors. The occupations may be tracked in college and career readiness planning through high school and in college using NC Career Clusters.⁴ With an emphasis on competencies for getting ahead, the college can focus on providing skills which may be attained in a relatively short period and can position workers for higher-level, better-paying jobs.

PURPOSE

The purpose of this study is to present jobs and occupations that meet three criteria:

- Rank high in local demand
- Pay middle wages
- Require middle skills

¹ Central Piedmont Community College (CPCC) serves Mecklenburg County, N.C. and is a part of the N.C. Community College System.

² Appendix and Notes: Sources

³ A 20-member task force of local community leaders formed in 2015 to address economic mobility. Its report put forth determinants and strategies for progress, including “College and Career Readiness.” See Appendix and Notes: Additional Reading.

⁴ See Appendix and Notes: O*NET Job Zones; NC Career Clusters.