



Key Demand Occupations – 2012 – West Central Michigan

College Degree Required

Education	Title / Description / Key Skills	Projected Job Growth	% Job Growth 2002 - 2012	Hourly Wage
Management Occupations				
	Chief Executives (11-1011)	10	8.3%	\$55.34
Work Exp. + Bachelor's	Determine and formulate policies and provide the overall direction of companies or private and public sector organizations within the guidelines set up by a board of directors or similar governing body. Plan, direct, or coordinate operational activities at the highest level of management with the help of subordinate executives and staff managers. Key Skills: Coordination, Judgment and Decision Making, Management of Financial Resources, System Evaluation, Systems Analysis			
	General and Operations Managers (11-1021)	45	9.7%	\$40.93
Work Exp. + Bachelor's	Plan, direct, or coordinate the operations of companies or public and private sector organizations. Duties and responsibilities include formulating policies, managing daily operations, and planning the use of materials and human resources, but are too diverse and general in nature to be classified in any one functional area of management or administration, such as personnel, purchasing, or administrative services. Includes owners and managers who head small business establishments whose duties are primarily managerial. Key Skills: Active Listening, Management of Personnel Resources, Time Management, Judgment & Decision Making, Monitoring			
	Sales Managers (11-2022)	10	25.6%	\$34.86
Work Exp. + Bachelor's	Direct the actual distribution or movement of a product or service to the customer. Coordinate sales distribution by establishing sales territories, quotas, and goals and establish training programs for sales representatives. Analyze sales statistics gathered by staff to determine sales potential and inventory requirements and monitor the preferences of customers. Key Skills: Active Listening, Speaking, Mathematics, Time Management, Service Orientation			
	Financial Managers (11-3031)	10	15.4%	\$33.39
Work Exp. + Bachelor's	Plan, direct, and coordinate accounting, investing, banking, insurance, securities, and other financial activities of a branch, office, or department of an establishment. Key Skills: Management of Financial Resources, Mathematics, Critical Thinking, Judgment & Decision Making, Reading Comprehension			
	Industrial Production Managers (11-3051)	10	8.6%	\$41.53
Bachelor's	Plan, direct, or coordinate the work activities and resources necessary for manufacturing products in accordance with cost, quality, and quantity specifications. Key Skills: Active Listening, Judgment and Decision Making, Critical Thinking, Reading Comprehension, Coordination			
	Medical and Health Services Managers (11-9111)	15	20.3%	\$30.74
Work Exp. + Bachelor's	Plan, direct, or coordinate medicine and health services in hospitals, clinics, managed care organizations, public health agencies, or similar organizations. Key Skills: Active Listening, Reading Comprehension, Critical Thinking, Monitoring, Speaking			
	Social and Community Services Managers (11-9151)	10	14.3%	\$22.13
Work Exp. + Bachelor's	Plan, organize, or coordinate the activities of a social service program or community outreach organization. Oversee the program or organization's budget and policies regarding participant involvement, program requirements, and benefits. Work may involve directing social workers, counselors, or probation officers. Key Skills: Active Listening, Social Perceptiveness, Speaking, Time Management, Instructing			
Professional Occupations				
	Training and Development Specialists (13-1073)	30	22.4%	\$21.36
Bachelor's	Conduct training and development programs for employees. Key Skills: Active Listening, Speaking, Time Management, Reading Comprehension, Writing			
	Accountants and Auditors (13-2011)	50	17.9%	\$23.84
Bachelor's	Examine, analyze, and interpret accounting records for the purpose of giving advice or preparing statements. Install or advise on systems of recording costs or other financial and budgetary data. Key Skills: Mathematics, Active Listening, Critical Thinking, Monitoring, Judgment & Decision Making			
	Computer Support Specialists (15-1041)	15	12.6%	\$17.38
Associate's	Provide technical assistance to computer system users. Answer questions or resolve computer problems for clients in person, via telephone or from remote location. May provide assistance concerning the use of computer hardware and software, including printers. Key Skills: Troubleshooting, Reading Comprehension, Critical Thinking, Active Listening, Writing			

OJT = On-the-job Training

Note: The forecasts above highlight positive long-term growth occupations. They do not necessarily reflect current hiring demand.

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Network and Computer Systems Administrators (15-1071)				
	Install, configure, and support an organization's local area network (LAN), wide area network (WAN), and Internet system or a segment of a network system. Maintain network hardware and software. Monitor network to ensure network availability to all system users and perform necessary maintenance to support network availability. Key Skills: Reading Comprehension, Troubleshooting, Active Listening, Complex Problem Solving	15	25.5%	\$23.00
Bachelor's				
Child, Family, and School Social Workers (21-1021)				
	Provide social services and assistance to improve the social and psychological functioning of children and their families and to maximize the family well-being and the academic functioning of children. May assist single parents, arrange adoptions, and find foster homes for abandoned or abused children. In schools, they address such problems as teenage pregnancy, misbehavior, and truancy. May also advise teachers on how to deal with problem children. Key Skills: Speaking, Active Listening, Monitoring, Social Perceptiveness, Service Orientation	15	18.9%	\$18.56
Bachelor's				
Graphic Designers (27-1024)				
	Design or create graphics to meet a client's specific commercial or promotional needs, such as packaging, displays, or logos. May use a variety of mediums to achieve artistic or decorative effects. Key Skills: Time Management, Coordination, Active Listening, Judgment and Decision Making, Active Learning	10	18.5%	\$17.22
Associate's				
Public Relations Specialists (27-3031)				
	Engage in promoting or creating good will for individuals, groups, or organizations by writing or selecting favorable publicity material and releasing it through various communications media. May prepare and arrange displays, and make speeches. Key Skills: Writing, Critical Thinking, Reading Comprehension, Active Listening, Judgment & Decision Making	25	20.9%	\$19.14
Bachelor's				
Health Care Occupations				
Registered Nurses (29-1111)				
	Assess patient health problems and needs, develop and implement nursing care plans, and maintain medical records. Administer nursing care to ill, injured, convalescent, or disabled patients. May advise patients on health maintenance and disease prevention or provide case management. Licensing or registration required. Key Skills: Active Listening, Reading Comprehension, Critical Thinking, Instructing, Speaking, Time Management	175	25.4%	\$24.12
Associate's				
Dental Hygienists (29-2021)				
	Clean teeth and examine oral areas, head, and neck for signs of oral disease. May educate patients on oral hygiene, take and develop X-rays, or apply fluoride or sealants. Key Skills: Active Listening, Speaking, Reading Comprehension, Active Learning, Time Management	15	19.3%	\$25.99
Associate's				
Radiological Technologists and Technicians (29-2034)				
	Take X-rays and CAT scans or administer nonradioactive materials into patient's blood stream for diagnostic purposes. Includes technologists who specialize in other modalities, such as computed tomography and magnetic resonance. Includes workers whose primary duties are to demonstrate portions of the human body on X-ray film or fluoroscopic screen. Key Skills: Active Listening, Speaking, Reading Comprehension, Time Management, Critical Thinking	15	25.0%	\$19.48
Associate's				
Medical Records and Health Information Technicians (29-2071)				
	Compile, process, and maintain medical records of hospital and clinic patients in a manner consistent with medical, administrative, ethical, legal, and regulatory requirements of the health care system. Process, maintain, compile, and report patient information for health requirements and standards. Key Skills: Active Listening, Reading Comprehension, Time Management, Speaking, Writing	15	40.0%	\$14.13
Associate's				
Service Occupations				
Recreation Workers (39-9032)				
	Conduct recreation activities with groups in public, private, or volunteer agencies or recreation facilities. Organize and promote activities, such as arts and crafts, sports, games, music, dramatics, social recreation, camping, and hobbies, taking into account the needs and interests of individual members. Key Skills: Service Orientation, Active Listening, Speaking, Instruction, Judgment and Decision Making	15	12.0%	\$10.18
Bachelor's				
Sales Occupations				
Securities, Commodities & Financial Sales Agents (41-3031)				
	Buy and sell securities in investment and trading firms, or call upon businesses and individuals to sell financial services. Provide financial services, such as loan, tax, and securities counseling. May advise securities customers about such things as stocks, bonds, and market conditions. Key Skills: Service Orientation, Active Listening, Speaking, Instruction, Judgment and Decision Making	5	6.8%	\$31.77
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Management Occupations				
Food Service Managers (11-9051)		20	10.2%	\$15.48
Work Exp. in Related Occupation	Plan, direct, or coordinate activities of an organization or department that serves food and beverages. Key Skills: Active Listening, Instructing, Speaking, Time Management, Monitoring			
Professional Occupations				
Cost Estimators (13-1051)		35	24.8%	\$24.71
Work Exp. in Related Occupation	Prepare cost estimates for product manufacturing, construction projects, or services to aid management in bidding on or determining price of product or service. May specialize according to particular service performed or type of product manufactured. Key Skills: Active Listening, Reading Comprehension, Mathematics, Time Management, Writing			
Self-Enrichment Education Teachers (25-3021)		35	26.2%	\$18.24
Work Exp. in Related Occupation	Teach or instruct courses other than those that normally lead to an occupational objective or degree. Courses may include self-improvement, nonvocational, and nonacademic subjects. Teaching may or may not take place in a traditional educational institution. Key Skills: Active Listening, Learning Strategies, Social Perceptiveness			
Health Care Occupations				
Licensed Practical & Licensed Vocational Nurses (29-2061)		40	12.8%	\$16.27
Post-Secondary Vocational Training	Care for ill, injured, convalescent, or disabled persons in hospitals, nursing homes, clinics, private homes, group homes, and similar institutions. May work under the supervision of a registered nurse. Licensing required. Key Skills: Active Listening, Reading Comprehension, Time Management, Writing, Active Learning			
Service Occupations				
Fire Fighters (33-2011)		20	15.3%	\$15.39
Long-Term OJT	Control and extinguish fires or respond to emergency situations where life, property, or the environment is at risk. Duties may include fire prevention, emergency medical service, hazardous material response, search and rescue, and disaster management. Key Skills: Active Listening, Coordination, Equipment Selection, Critical Thinking, Equipment Maintenance			
Police and Sheriff's Patrol Officers (33-3051)		20	15.7%	\$19.63
Long-Term OJT	Maintain order, enforce laws and ordinances, and protect life and property in an assigned patrol district. Perform combination of following duties: patrol a specific area on foot or in a vehicle; direct traffic; issue traffic summonses; investigate accidents; apprehend and arrest suspects, or serve legal processes of courts. Key Skills: Judgment & Decision Making, Active Listening, Critical Thinking, Writing, Speaking			
First-Line Supervisors of Food Preparation Workers (35-1012)		40	11.6%	\$10.84
Work Exp. in Related Occupation	Supervise workers engaged in preparing and serving food. Key Skills: Speaking, Active Listening, Time Management, Instruction, Reading Comprehension			
Hairdressers, Hairstylists, and Cosmetologists (39-5012)		45	8.5%	\$11.81
Post-Secondary Vocational Training	Provide beauty services, such as shampooing, cutting, coloring, and styling hair, and massaging and treating scalp. May also apply makeup, dress wigs, perform hair removal, and provide nail and skin care services. Key Skills: Active Listening, Speaking, Time Management, Coordination, Social Perceptiveness			
Sales Occupations				
First-Line Supervisor/Managers of Retail Sales Workers (41-1011)		85	6.8%	\$17.37
Work Exp. in Related Occupation	Directly supervise sales workers in a retail establishment or department. Duties may include management functions, such as purchasing, budgeting, accounting, and personnel work, in addition to supervisory duties. Key Skills: Management of Personnel Resources, Active Listening, Service Orientation, Time Management, Instructing			
First-Line Supervisors/Managers of Non-Retail Workers (41-1012)		25	9.9%	\$28.23
Work Exp. in Related Occupation	Directly supervise and coordinate activities of sales workers other than retail sales workers. May perform duties, such as budgeting, accounting, and personnel work, in addition to supervisory duties. Key Skills: Speaking, Time Management, Active Listening, Reading Comprehension, Social Perceptiveness			

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Administrative Support Occupations				
	Medical Secretaries (43-6013)	20	10.9%	\$12.31
Post-Secondary Vocational Training	Perform secretarial duties utilizing specific knowledge of medical terminology and hospital, clinic, or laboratory procedures. Duties include scheduling appointments, billing patients, and compiling and recording medical charts, reports, and correspondence. Key Skills: Active Listening, Reading Comprehension, Speaking, Coordination, Active Learning			
Construction and Repair Occupations				
	Managers of Construction Trades & Extraction Workers (47-1011)	25	12.1%	\$25.02
Work Exp. in Related Occupation	Directly supervise and coordinate activities of construction or extraction workers. Key Skills: Coordination, Management of Personnel Resources, Time Management, Speaking, Active Listening			
	Carpenters (47-2031)	85	9.0%	\$14.79
Long-Term OJT	Construct, erect, install, or repair structures and fixtures made of wood, such as concrete forms; building frameworks, including partitions, joists, studding, and rafters; wood stairways, window and door frames, and hardwood floors. May also install cabinets, siding, drywall and batt or roll insulation. Includes brattice builders who build doors or brattices (ventilation walls or partitions) in underground passageways to control the proper circulation of air through the passageways and to the working places. Key Skills: Mathematics, Time Management, Active Listening, Critical Thinking, Judgment & Decision Making			
	Electricians (47-2111)	20	16.5%	\$22.73
Long-Term OJT	Install, maintain, and repair electrical wiring, equipment, and fixtures. Ensure that work is in accordance with relevant codes. May install or service street lights, intercom systems, or electrical control systems. Key Skills: Installation, Active Listening, Reading Comprehension, Troubleshooting, Equipment Selection			
	Managers of Mechanics, Installers, and Repairers (49-1011)	20	11.2%	\$24.28
Work Exp. in Related Occupation	Supervise and coordinate the activities of mechanics, installers, and repairers. Excludes team or work leaders. Key Skills: Management of Personnel Resources, Reading Comprehension, Active Listening, Equipment Selection, Installation			
	Automotive Service Technicians and Mechanics (49-3023)	20	8.7%	\$17.23
Post-Secondary Vocational Training	Diagnose, adjust, repair, or overhaul automotive vehicles. Key Skills: Troubleshooting, Repairing, Equipment Selection, Active Listening, Critical Thinking			
	Industrial Machinery Mechanics (49-9041)	20	16.0%	\$19.54
Long-Term OJT	Repair, install, adjust, or maintain industrial production and processing machinery or refinery and pipeline distribution systems. Key Skills: Equipment Maintenance, Repairing, Troubleshooting, Operation Monitoring, Quality Control Analysis			
Production Occupations				
	Supervisors of Production & Operating Workers (51-1011)	60	14.2%	\$22.57
Work Exp. in Related Occupation	Supervise and coordinate the activities of production and operating workers, such as inspectors, precision workers, machine setters and operators, assemblers, fabricators, and plant and system operators. Excludes team or work leaders. Key Skills: Management of Personnel Resources, Active Listening, Service Orientation, Time Management, Instructing			
	Welders, Cutters, Solderers, and Brazers (51-4121)	25	13.2%	\$14.39
Long-Term OJT	Use hand-welding, flame-cutting, hand soldering, or brazing equipment to weld or join metal components or to fill holes, indentations, or seams of fabricated metal products. Key Skills: Operation & Control, Equipment Selection, Equipment Maintenance, Mathematics, Operation Monitoring			
	Dental Laboratory Technicians (51-9081)	35	9.3%	\$16.45*
Long-Term OJT	Construct and repair full or partial dentures or dental appliances. Key Skills: Reading Comprehension, Time Management, Equipment Selection, Active Learning, Speaking			

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