FLORIDA CHAMBER Foundation

TAMPA

Tampa-St. Petersburg-Clearwater

METRO SKILLS REPORT

Targeting workforce development to regional skills gaps and high wage potential

- **This metro skills report** completes and evaluates the balance between skillset supply and demand in the Tampa-St. Petersburg-Clearwater metro market.

- Tampa-St. Petersburg-Clearwater's workforce is first divided into "**Career Areas**" which represent a collection of similarly skilled workers, rather than industries.

- All career areas are evaluated and compared to display the **gap between workforce supply and employer demand** in Tampa-St. Petersburg-Clearwater. Career areas are ranked by the volume of supply shortages or surpluses.

- From amongst the career areas with the largest supply shortages, four **target career areas** are identified. These areas are then profiled for the **competencies and skills** which Tampa-St. Petersburg-Clearwater employers find hardest to find.

Identifying target career areas in Tampa-St. Petersburg-Clearwater

THE CRITERIA USED to identify these target career areas include:

- High-volume shortages of in-demand competencies and skills observed in the career area.

- Advertised wage rates significantly exceeding state averages.

- Very strong historical job growth and expectation for continued growth as evidenced by high demand relative to supply.

- A wide array of career entry and growth opportunities supporting work-force transitions, training, and upskilling/reskilling initiatives.

Tampa-St. Petersburg-Clearwater Target Career Areas

THE FOLLOWING FOUR CAREER AREAS demonstrate significant supply shortages in comparison to demand in the Tampa-St. Petersburg-Clearwater, FL MSA. Tampa-St. Petersburg-Clearwater workers and stakeholders can understand the competencies and skills highlighted on the following pages today to align with the active and unmet demand of Tampa-St. Petersburg-Clearwater's employers.

- Healthcare
- IT/Math
- Business/Finance
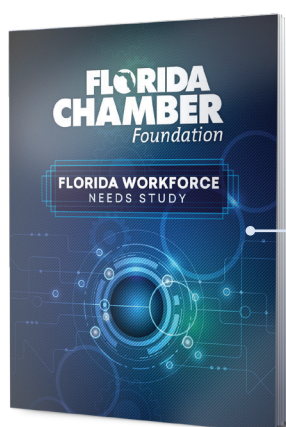- Architecture/Engineering

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*Upskilling Tampa-St. Petersburg-Clearwater's workers with **hard-to-find skills** will increase the likelihood of **career opportunities** as the regional economy continues to grow in areas requiring personal, technical, and digital skillsets.*
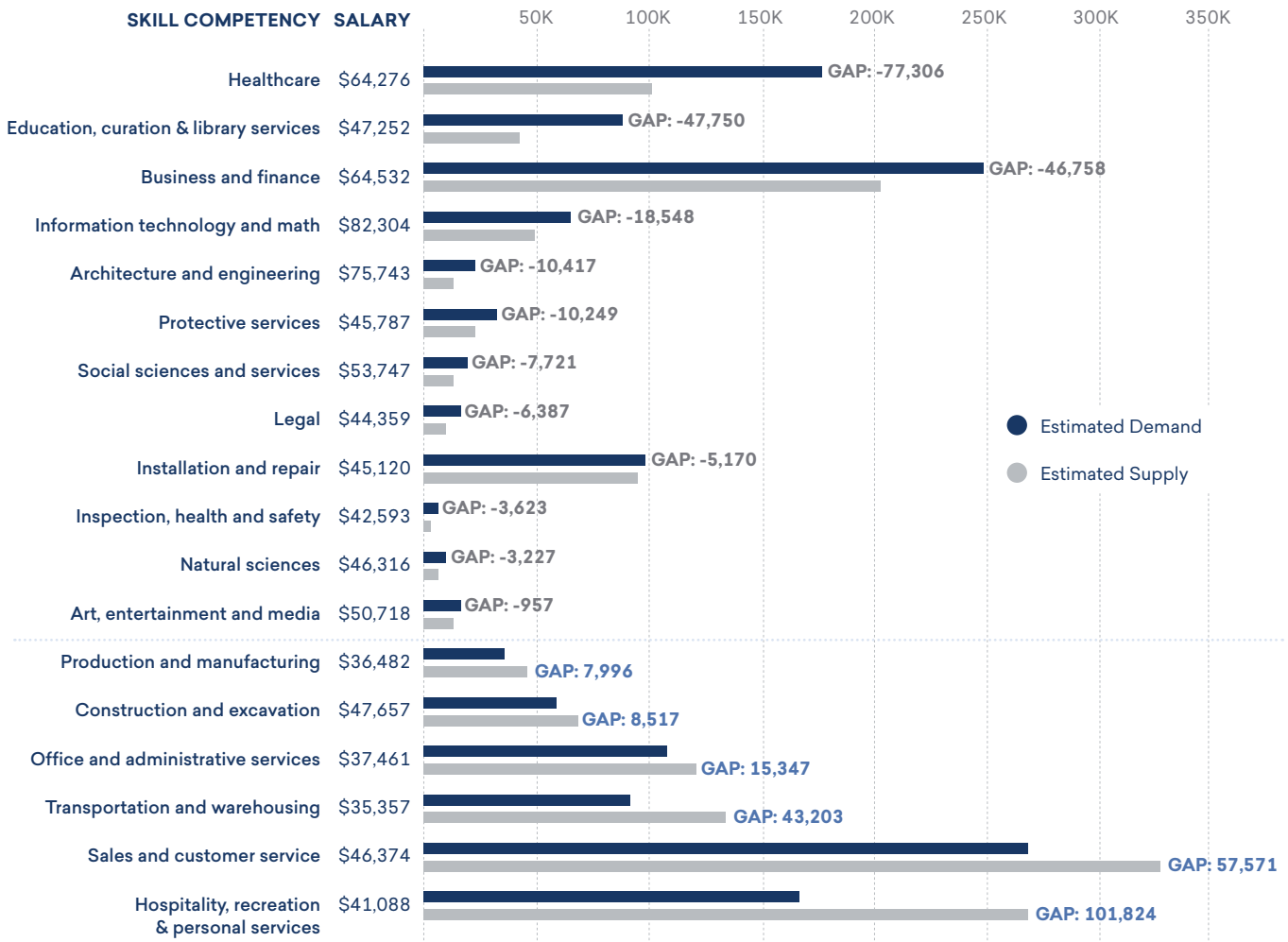

Additional Resources

A STATEWIDE SKILLS REPORT CAN BE FOUND HERE.

For more information on the evolution of skills work, real-time data analysis, and Emsi, visit **skills.emsidata.com** and **economicmodeling.com**

Tampa-St. Petersburg-Clearwater Supply and Demand by Career Area, with Median Posted Salary

LISTED IN ORDER OF DEMAND-SUPPLY GAP SIZE; BOTTOM LABELS INDICATE MEDIAN ADVERTISED SALARY FROM POSTINGS, TOP INDICATE DEMAND SUPPLY-GAP

SKILL COMPETENCY	SALARY	
Healthcare	$64,276	GAP: -77,306
Education, curation & library services	$47,252	GAP: -47,750
Business and finance	$64,532	GAP: -46,758
Information technology and math	$82,304	GAP: -18,548
Architecture and engineering	$75,743	GAP: -10,417
Protective services	$45,787	GAP: -10,249
Social sciences and services	$53,747	GAP: -7,721
Legal	$44,359	GAP: -6,387
Installation and repair	$45,120	GAP: -5,170
Inspection, health and safety	$42,593	GAP: -3,623
Natural sciences	$46,316	GAP: -3,227
Art, entertainment and media	$50,718	GAP: -957
Production and manufacturing	$36,482	GAP: 7,996
Construction and excavation	$47,657	GAP: 8,517
Office and administrative services	$37,461	GAP: 15,347
Transportation and warehousing	$35,357	GAP: 43,203
Sales and customer service	$46,374	GAP: 57,571
Hospitality, recreation & personal services	$41,088	GAP: 101,824

Legend: ● Estimated Demand ● Estimated Supply

Source: Emsi Skills

Top skills gaps for each career area are evaluated in full below. The four career areas are shown in the following table:

TARGET CAREER AREAS AND EXAMPLE SUB-AREAS

CAREER AREA	EXAMPLES
Healthcare	Nursing, medical technology, therapy, medical support
Business/Finance	Financial services, quality/compliance, social sciences, process improvement
IT/Math	Software development, cloud data modeling, information security
Architecture/Engineering	Mathematics, electronics, drafting/CAD, industrial/mechanical engineering

The Importance of Skills Training

THE FOLLOWING LIST of core competencies and hard-to-find skills represents the evolution of understanding employer demand in Tampa-St. Petersburg-Clearwater. By analyzing the skills demanded by employers in job postings, transitioning workers can prioritize their education or training to increase chances of prosperity in the job market.

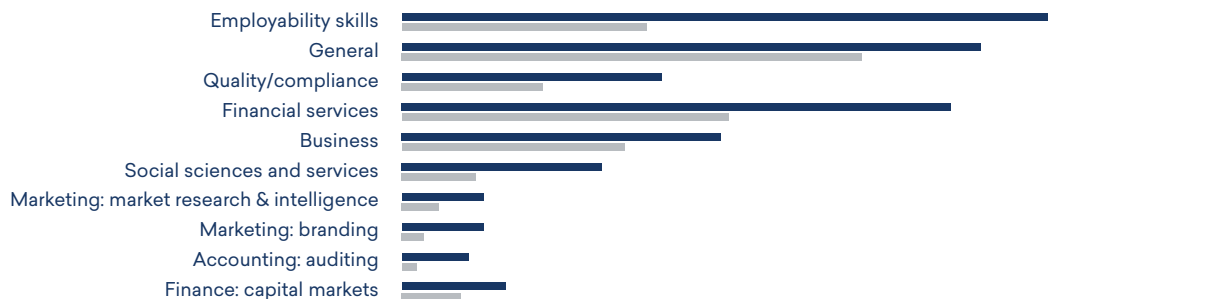## Tampa-St. Petersburg-Clearwater Top Competency Gaps In Target Career Areas

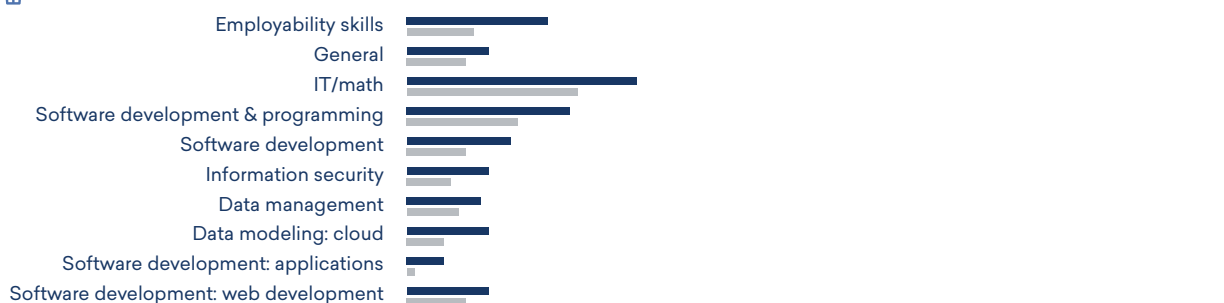LISTED IN ORDER OF DEMAND-SUPPLY GAP SIZE

Healthcare

- Employability skills
- General
- Healthcare
- Quality/compliance
- Business
- Healthcare: nursing
- Healthcare: medical technology
- Healthcare: medical diagnosis/surgery
- Healthcare: medical support
- Healthcare: dentistry

● Skill demand
● Skill supply

Business & Finance

- Employability skills
- General
- Quality/compliance
- Financial services
- Business
- Social sciences and services
- Marketing: market research & intelligence
- Marketing: branding
- Accounting: auditing
- Finance: capital markets

IT & Math

- Employability skills
- General
- IT/math
- Software development & programming
- Software development
- Information security
- Data management
- Data modeling: cloud
- Software development: applications
- Software development: web development

Architecture & Engineering

- Employability skills
- General
- IT/math
- Business process and improvement
- Engineering: industrial/mechanical
- Electrical/electronics
- Engineering
- Drafting and computer-aided design
- Product design & development
- Engineering: civil

Key, hard-to-find skills listed in order of difficulty (found in table on next page)

Key Hard-to-Find Skills in Tampa-St. Petersburg-Clearwater, Listed in Order of Difficulty, by Career Area

IN TARGET CAREER AREAS, LISTED IN ORDER OF DEMAND-SUPPLY GAP SIZE

CAREER AREA	COMPETENCY	KEY, HARD-TO-FIND SKILLS, LISTED IN ORDER OF DIFFICULTY
Healthcare	Healthcare	Discharge Planning, Intensive Care Unit, Medical Privacy
	General	Basic Life Support, Computer Terminals, Workstations
	Employability Skills	Enthusiasm, Oral Communication, Visual Acuity
	Healthcare: Nursing	Bachelor of Science in Nursing (BSN), Licensed Practical Nurse, Nurse Practitioner
	Healthcare: Medical Technology	Health Technology, Medical Laboratory, Medical Technologist
	Healthcare: Dentistry	Doctor of Dental Medicine (DMD), Doctor Of Dental Surgery (DDS), Prophylaxis
	Social Sciences and Services	Case Management, Home Care, Licensed Clinical Social Worker (LCSW)
	Healthcare: Medical Support	Caregiving, Certified Nursing Assistant, Patient Care Technician
	Maintenance/Facility Services	Linens, Sanitation
	Healthcare: Therapy	Activities Of Daily Living (ADLs), Respiratory Care, Respiratory Therapy
Business & Finance	General	Advocacy, Medicare, Valid Driver's License
	Employability Skills	Business Savvy, Detail Oriented, Organizational Skills
	Financial Services	Financial Industry Regulatory Authorities, Long-Term Care Insurance, Series 7 General Securities Representative License (Stockbroker)
	Software Development & Programming	Python (Programming Language), Scripting
	Logistics	Procurement, Purchasing, Supply Chain
	Quality/Compliance	Auditing, Internal Auditing
	Social Sciences and Services	Disability Income, Family And Medical Leave Act Of 1993
	Marketing: Branding	Brand Awareness
	Sales	Phone Sales, Selling Techniques
	Accounting	Accounting, Accounts Receivable, Balance Sheet

Key Hard-to-Find Skills, continued

CAREER AREA	COMPETENCY	KEY, HARD-TO-FIND SKILLS, LISTED IN ORDER OF DIFFICULTY
IT/Math	Software Development & Programming	C# (Programming Language), C++ (Programming Language), Python (Programming Language)
	IT/Math	Computer Science, Kubernetes, Puppet (Configuration Management Tool)
	Information Security	Certified Information Security Manager, Certified Information System Auditor (CISA), Certified Information Systems Security Professional
	Software Development	Application Development, DevOps, Hibernate (Java)
	Data Modeling: Cloud	Amazon Web Services, Ansible, Microsoft Azure
	Data Management	Data Management, Extract Transform Load (ETL), Information Systems
	Software Development: Web Development	Cascading Style Sheets (CSS), Java (Programming Language), JavaScript (Programming Language)
	Software Development: .Net	.NET Framework, ASP.NET
	Network Admin & Support	Cisco Certified Network Professional, Network Engineering, Network Routing
	Information Security: Cyber	Cyber Security, GIAC Certifications
Architecture/ Engineering	Software Development & Programming	Python (Programming Language), Scripting, User Experience Design (UX)
	IT/Math	Automation, Field-Programmable Gate Array (FPGA), Test Equipment
	Electrical/Electronics	Fire Alarm Systems, Printed Circuit Board, Synchro
	Drafting and Computer-Aided Design	AutoCAD, Autodesk Revit, SketchUp (3D Modeling Software)
	Engineering: Civil	Geotechnical Engineering, Structural Engineering, Vissim (Mathematical Modeling)
	Drafting: Civil	AutoCAD Civil 3D
	Engineering: Industrial/ Mechanical	Corrective And Preventive Action (CAPA), Programmable Logic Controllers, Statistical Process Controls
	Marketing: UI/UX	User Experience
	Software Development: UI/UX Design	User Interface
	Construction	Construction, HVAC, Shop Drawing