



FLORIDA  
CHAMBER  
Foundation

# LAKELAND

Lakeland • Winter Haven

## 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 Lakeland-Winter Haven metro market.
- Lakeland-Winter Haven'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 Lakeland-Winter Haven. 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 Lakeland-Winter Haven employers find hardest to find.



# Identifying target career areas in Lakeland-Winter Haven

**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 workforce transitions, training, and upskilling/reskilling initiatives.



## Lakeland-Winter Haven Target Career Areas

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



**Education/Curation/Library Services**



**Healthcare**



**Business/Finance**

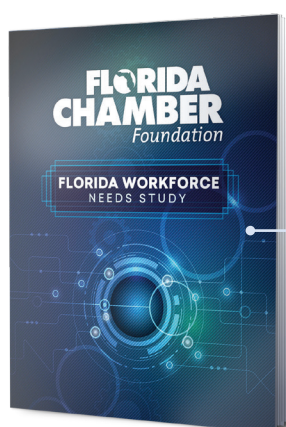


**IT/Math**

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*Upskilling Lakeland-Winter Haven'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.*

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## Additional Resources

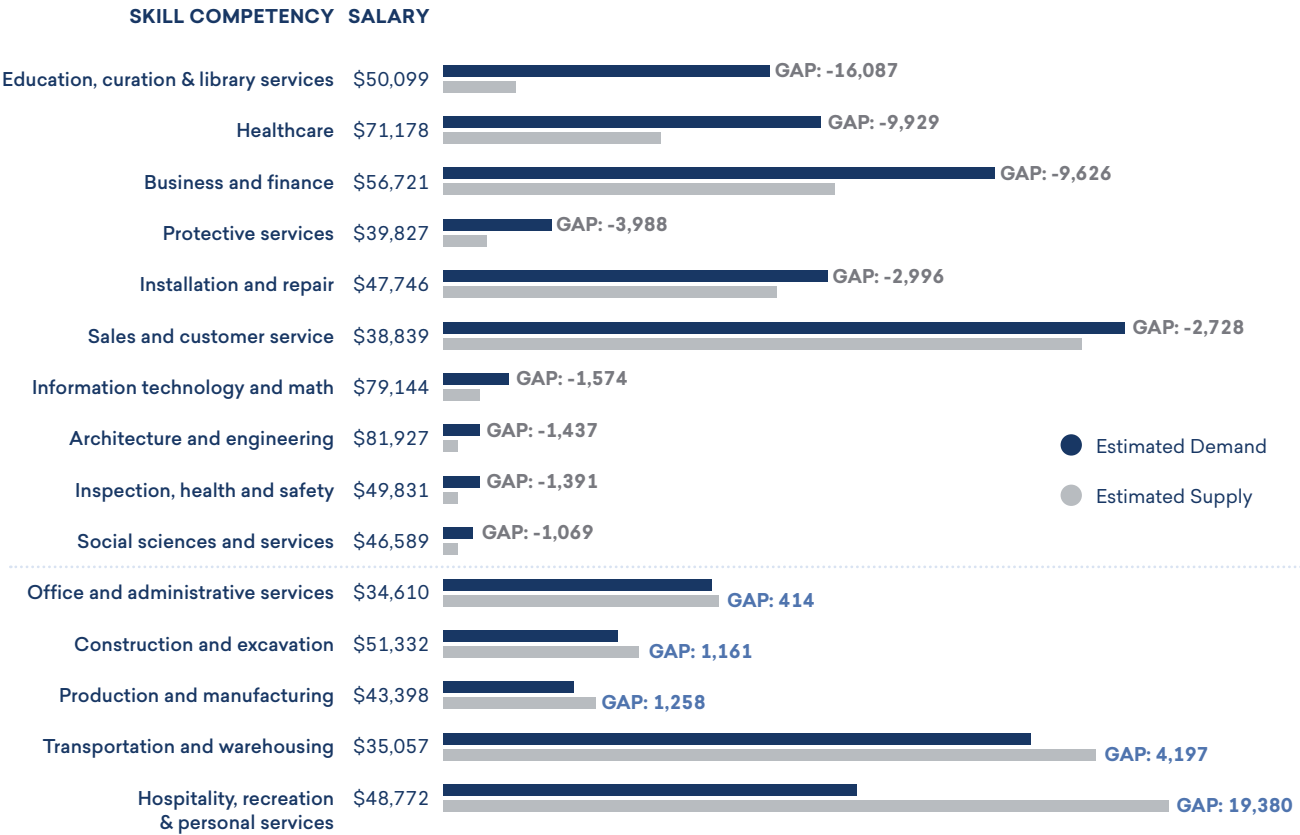
**A STATEWIDE SKILLS REPORT CAN BE FOUND [HERE](#).**

For more information on the evolution of skills work, real-time data analysis, and Emsi, visit [skills.emsidata.com](https://skills.emsidata.com) and [economicmodeling.com](https://economicmodeling.com)



## Lakeland-Winter Haven 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



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
 <b>Education/Curation/Library Services</b>	Post-secondary education, adult education, administration
 <b>Healthcare</b>	Nursing, medical technology, therapy, medical support
 <b>Business/Finance</b>	Financial services, quality/compliance, social sciences, process improvement
 <b>IT/Math</b>	Software development, cloud data modeling, information security

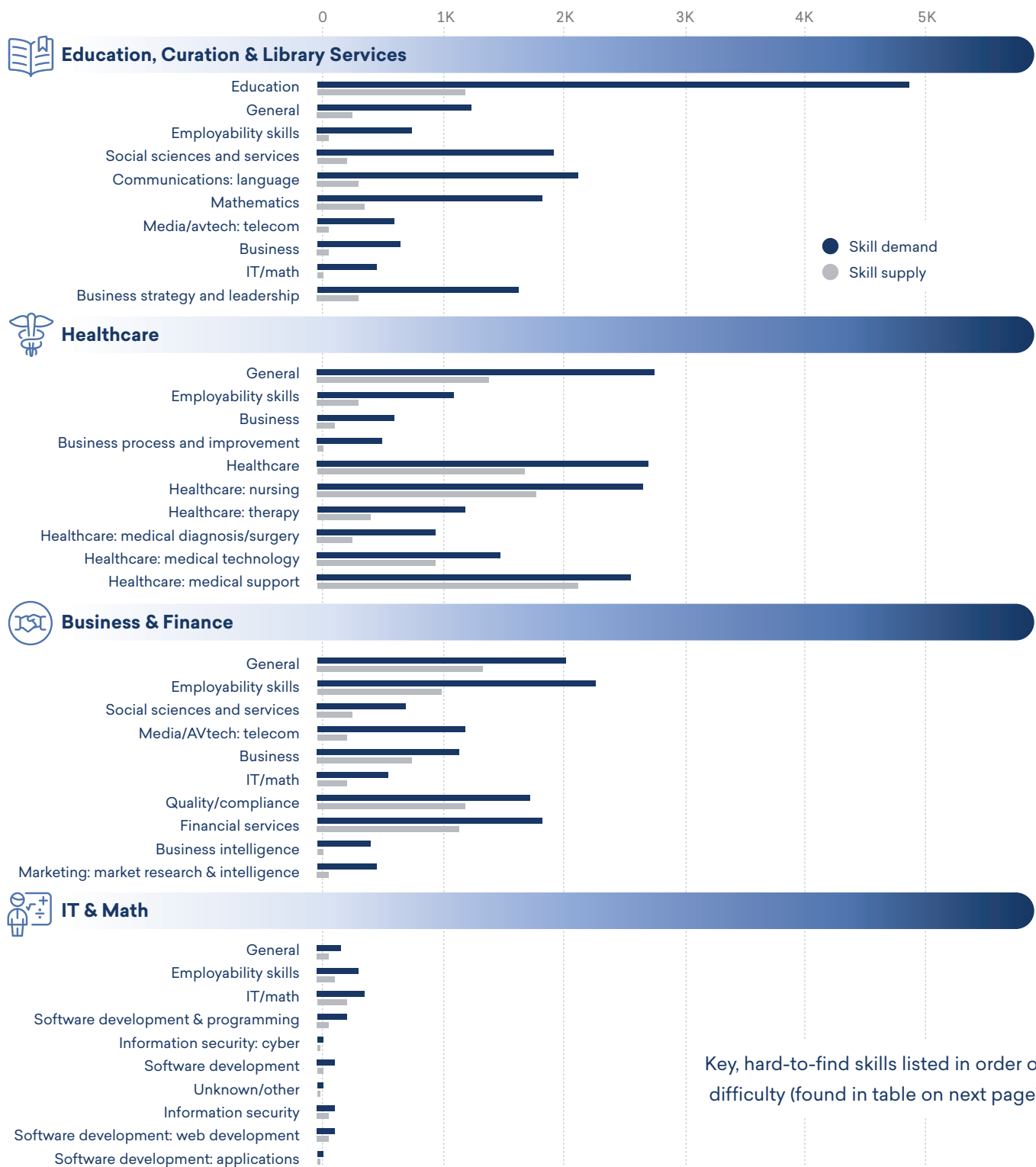


# The Importance of Skills Training

**THE FOLLOWING LIST** of core competencies and hard-to-find skills represents the evolution of understanding employer demand in Lakeland-Winter Haven. 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.

## Lakeland-Winter Haven Top Competency Gaps In Target Career Areas

LISTED IN ORDER OF DEMAND-SUPPLY GAP SIZE



## Key Hard-to-Find Skills in Lakeland-Winter Haven, 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
 <b>Education, Curation &amp; Library Services</b>	Education	Academic Achievement, Preschool Education, Special Education
	Communications: Language	Certificate In English Language Teaching To Adults (CELTA), Language Arts, Spanish Language
	Social Sciences and Services	Program Assessment Rating Tool, Social Studies
	Mathematics	Mathematics
	General	Employee Handbooks, Literacy
	Business Strategy and Leadership	Leadership Development
	Employability Skills	Enthusiasm, Prioritization
	Business Process and Improvement	Business Performance Management
	Business	Scheduling
	Media/AVTech: Telecom	Interpersonal Communications
 <b>Healthcare</b>	Social Sciences and Services	Case Management, Psychosocial Assessments, Social Work
	General	Basic Life Support, Good Driving Record, Medicare
	Healthcare	Dialysis, Medical Equipment, Pediatric Advanced Life Support
	Healthcare: Nursing	Certified Nephrology Nurse, Licensed Practical Nurse, Nurse Licensure
	Business Process and Improvement	Comprehensive Planning, Performance Improvement
	Healthcare: Medical Technology	American Registry Of Radiologic Technologists (ARRT) Certified, Hemodialysis, Medical Laboratory
	Healthcare: Medical Diagnosis/Surgery	Family Medicine, Primary Care, Surgical Procedures
	Healthcare: Therapy	Certificate Of Clinical Competence In Speech-Language Pathology (CCC-SLP), Respiratory Care, Respiratory Therapy
	Healthcare: Medical Support	Certified Medical Assistant, Emergency Medical Services, Patient Care Technician
	Accounting	Balancing (Ledger/Billing), Billing

## Key Hard-to-Find Skills, continued

CAREER AREA	COMPETENCY	KEY, HARD-TO-FIND SKILLS, LISTED IN ORDER OF DIFFICULTY
 <b>Business &amp; Finance</b>	General	Calculations, Medicare, Standard Operating Procedure
	Financial Services	Loans, Securities (Finance), Underwriting
	Quality/Compliance	Auditing, Bank Secrecy Act, Internal Controls
	Sales	Phone Sales, Point Of Sale, Selling Techniques
	Logistics	Physical Inventory, Purchasing, Stock Control
	Data Science and Statistics	Data Science, Statistics
	Finance: Forecasting	Forecasting
	Hospitality/Food Services	Restaurant Operation
	Data Visualization	Alteryx, Data Visualization, Tableau (Business Intelligence Software)
	Maintenance/Facility Services	Cleanliness
 <b>IT/Math</b>	General	Data/Record Logging, Good Driving Record, Valid Driver's License
	Employability Skills	Teamwork
	IT/Math	Computer Science, Integration Testing, Product Information Management
	Information Security: Cyber	Cyber Security, GIAC Certifications, Penetration Testing
	Data Warehousing & Management	Database Systems, Windows PowerShell, Windows Servers
	Software Development	Agile Software Development, Go (Programming Language)
	Software Development & Programming	Scripting, Software Configuration Management, Spring Framework
	Network Admin & Support	Border Gateway Protocol, Network Engineering, Open Shortest Path First (OSPF)
	Software Development: .Net	.NET Framework
	Project Management	Project Management, Scrum (Software Development)

Source: Emsi Skills and BLS employment