FLORIDA CHAMBER Foundation

PENSACOLA

Pensacola • Ferry Pass • Brent

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 Pensacola-Ferry Pass-Brent metro market.

- Pensacola-Ferry Pass-Brent'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 Pensacola-Ferry Pass-Brent. 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 Pensacola-Ferry Pass-Brent employers find hardest to find.

Identifying target career areas in Pensacola-Ferry Pass-Brent

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.

Pensacola-Ferry Pass-Brent Target Career Areas

THE FOLLOWING FOUR CAREER AREAS demonstrate significant supply shortages in comparison to demand in the Pensacola-Ferry Pass-Brent, FL MSA. Pensacola-Ferry Pass-Brent workers and stakeholders can understand the competencies and skills highlighted on the following pages today to align with the active and unmet demand of Pensacola-Ferry Pass-Brent's employers.
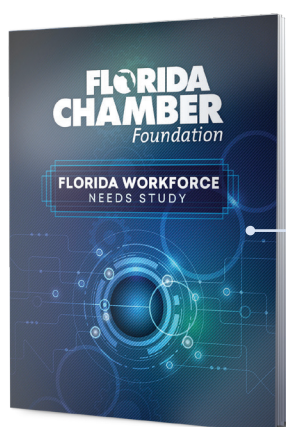
📖 **Education/Curation/Library Services**   ⚕ **Healthcare**

🔲 **Business/Finance**   🧮 **IT/Math**

Upskilling Pensacola-Ferry Pass-Brent'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.*
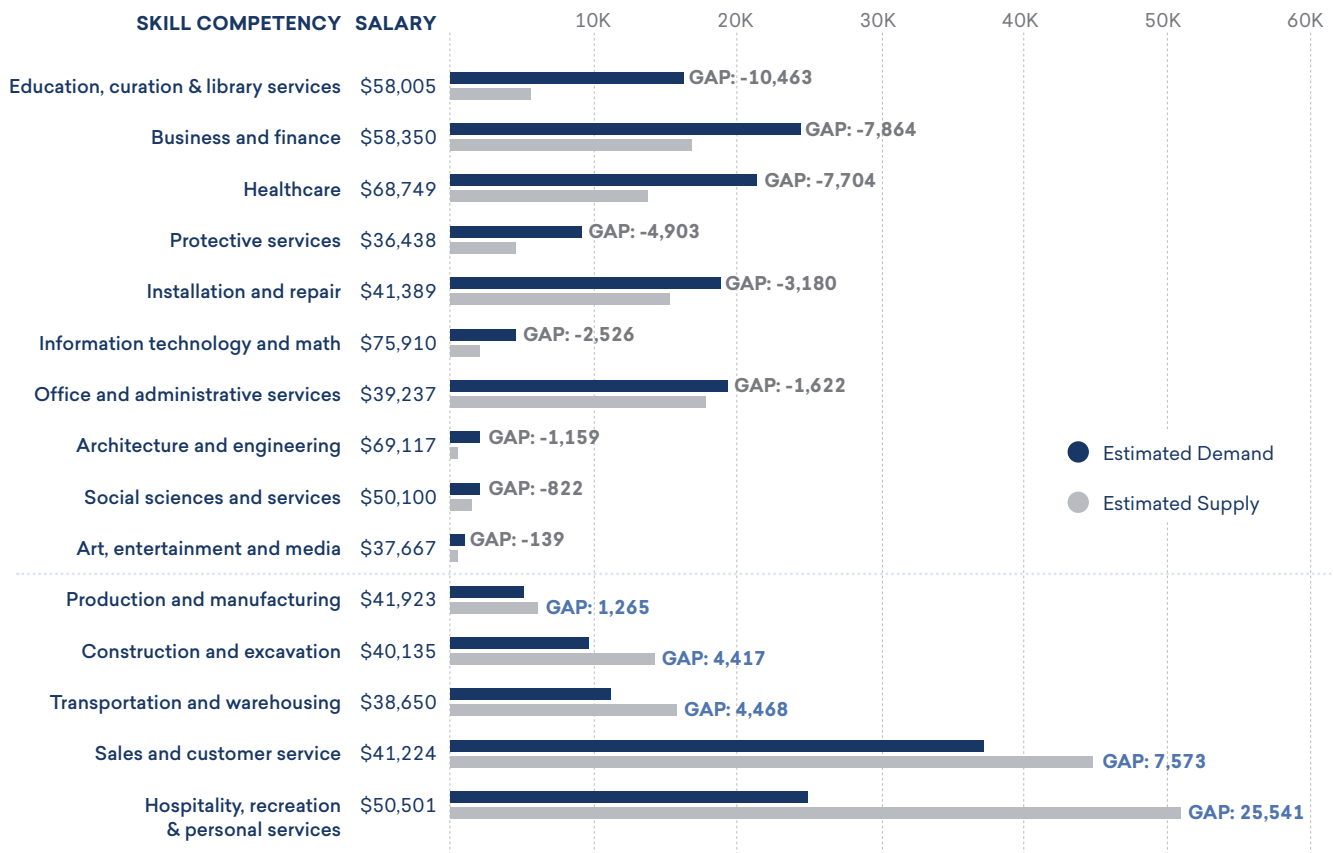

Additional Resources

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**

Pensacola-Ferry Pass-Brent 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	GAP
Education, curation & library services	$58,005	GAP: -10,463
Business and finance	$58,350	GAP: -7,864
Healthcare	$68,749	GAP: -7,704
Protective services	$36,438	GAP: -4,903
Installation and repair	$41,389	GAP: -3,180
Information technology and math	$75,910	GAP: -2,526
Office and administrative services	$39,237	GAP: -1,622
Architecture and engineering	$69,117	GAP: -1,159
Social sciences and services	$50,100	GAP: -822
Art, entertainment and media	$37,667	GAP: -139
Production and manufacturing	$41,923	GAP: 1,265
Construction and excavation	$40,135	GAP: 4,417
Transportation and warehousing	$38,650	GAP: 4,468
Sales and customer service	$41,224	GAP: 7,573
Hospitality, recreation & personal services	$50,501	GAP: 25,541

● 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

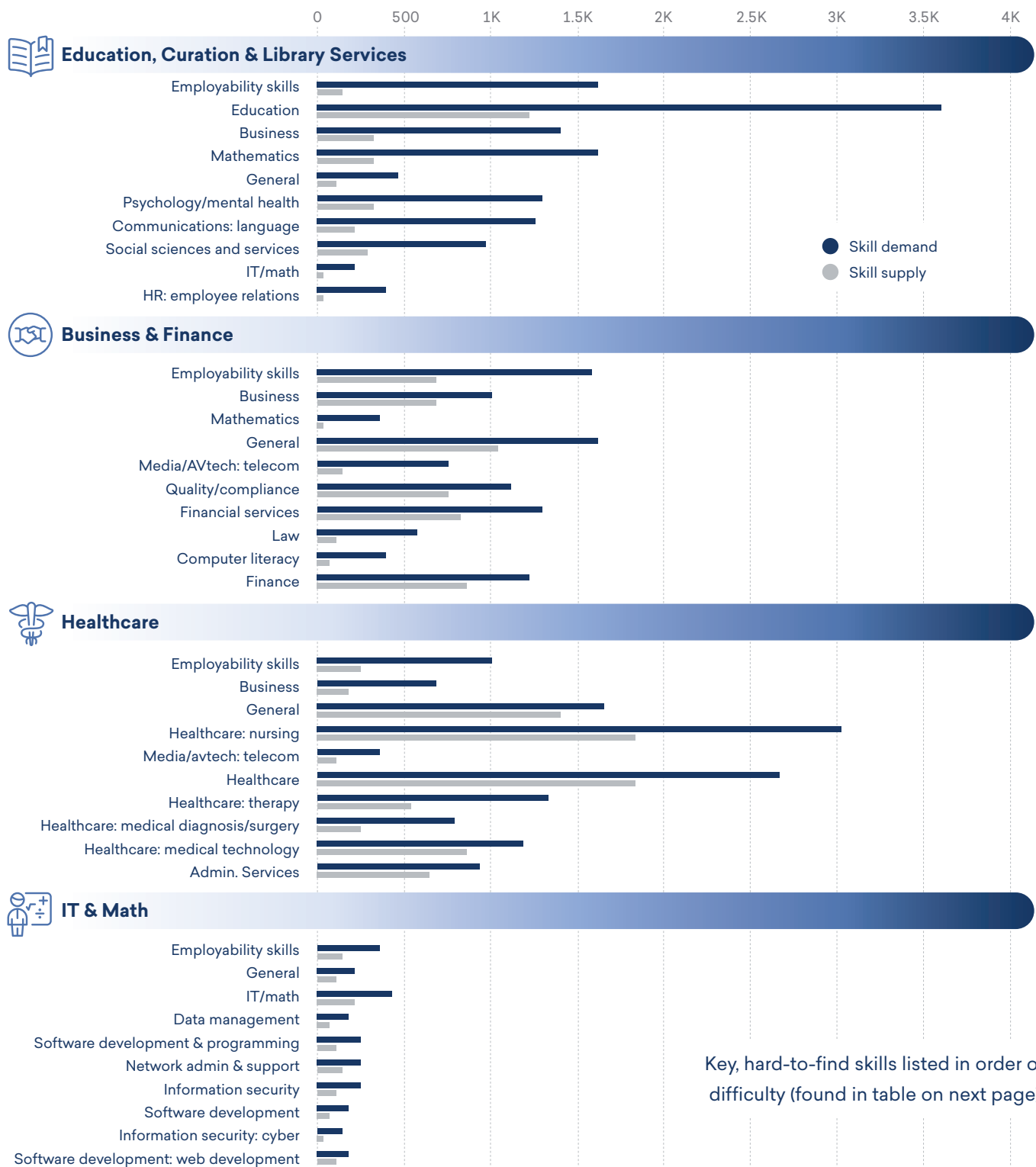| CAREER AREA	EXAMPLES
Education/Curation/Library Services	Post-secondary education, adult education, administration
Business/Finance	Financial services, quality/compliance, social sciences, process improvement
Healthcare	Nursing, medical technology, therapy, medical support
IT/Math	Software development, 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 Pensacola-Ferry Pass-Brent. 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.

Pensacola-Ferry Pass-Brent Top Competency Gaps In Target Career Areas

LISTED IN ORDER OF DEMAND-SUPPLY GAP SIZE

Chart scale: 0, 500, 1K, 1.5K, 2K, 2.5K, 3K, 3.5K, 4K

Education, Curation & Library Services
- Employability skills
- Education
- Business
- Mathematics
- General
- Psychology/mental health
- Communications: language
- Social sciences and services
- IT/math
- HR: employee relations

Legend:
- Skill demand
- Skill supply

Business & Finance
- Employability skills
- Business
- Mathematics
- General
- Media/AVtech: telecom
- Quality/compliance
- Financial services
- Law
- Computer literacy
- Finance

Healthcare
- Employability skills
- Business
- General
- Healthcare: nursing
- Media/avtech: telecom
- Healthcare
- Healthcare: therapy
- Healthcare: medical diagnosis/surgery
- Healthcare: medical technology
- Admin. Services

IT & Math
- Employability skills
- General
- IT/math
- Data management
- Software development & programming
- Network admin & support
- Information security
- Software development
- Information security: cyber
- Software development: web development

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

Source: Emsi Skills

Key Hard-to-Find Skills in Pensacola-Ferry Pass-Brent, 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
Education, Curation & Library Services	Education	Special Education, Student Engagement, Teaching English As A Foreign Language
	Employability Skills	Motivational Skills
	Mathematics	Mathematics
	Business	Scheduling
	Psychology/Mental Health	Developmental Psychology
	Communications: Language	Language Arts, Spanish Language
	Business Strategy and Leadership	Leadership Development
Healthcare	Employability Skills	Empathy, Influencing Skills, Professionalism
	Psychology/Mental Health	Psychiatry
	Healthcare: Nursing	Licensed Practical Nurse, Nurse Practitioner, Nursing Care
	Healthcare	Discharge Planning, Operating Room (OR), Wound Dressing
	General	Basic Life Support, Cardiopulmonary Resuscitation (CPR), Good Driving Record
	Healthcare: Therapy	Respiratory Care, Speech-Language Pathology, Treatment Planning
	Healthcare: Medical Diagnosis/Surgery	Internal Medicine, Primary Care, Surgical Procedures
	Healthcare: Medical Technology	Hemodialysis, Medical Technologist, Specimen Processing
	Business Process and Improvement	Comprehensive Planning
	Sciences: Life Sciences	Anatomy, Hematology, Medical Science

Key Hard-to-Find Skills, continued

CAREER AREA	COMPETENCY	KEY, HARD-TO-FIND SKILLS, LISTED IN ORDER OF DIFFICULTY
Business & Finance	Employability Skills	Detail Oriented, Influencing Skills, Tactfulness
	General	Presentation Programs, Real Estate, Standard Operating Procedure
	Law	Federal Laws, Labour Laws, Settlement
	Financial Services	Financial Services, Securities (Finance), Series 7 General Securities Representative License (Stockbroker)
	Finance	Financial Statements, Generally Accepted Accounting Principles, Tax Return
	Quality/Compliance	Regulatory Compliance
	Hospitality/Food Services	Resolve Guest Concerns, Restaurant Management
	Computer Literacy	Spreadsheets
	Marketing: Market Research and Intelligence	Customer Experience
	Accounting	Accounting, Accounts Receivable, Balance Sheet
IT/Math	Employability Skills	Detail Oriented, Oral Communication
	General	Triage
	IT/Math	Automation, Linux, Microsoft SharePoint
	Software Development & Programming	Python (Programming Language), Scripting, Test Automation
	Computer Literacy	Spreadsheets
	Information Security	Firewall, Malware Analysis, Systems Security Certified Practitioner
	Network Admin & Support	Cisco Certified Network Associate Security (CCNA Security), Network Engineering, TCP/IP
	Software Development	Agile Software Development, Bash (Scripting Language)
	Information Security: Cyber	Certified Ethical Hacker, GIAC Global Industrial Cyber Security Professional, GIAC Security Essentials Certification
	Software Development: Web Development	Cascading Style Sheets (CSS)

Source: Emsi Skills and BLS employment