

P2C LABOR MARKET REPORT

Career Cluster Maps

TBR-USDA District

Workforce Region(s): Southwest



Career Cluster Maps

















The P2C Career Cluster Maps provide an overview of regional high-demand occupations associated with various job zones (i.e., levels of education and training). The purpose of these maps is to assist educators and students in developing awareness of entry and exit points within a particular career field. The maps have been developed to align with the National Career Clusters Framework and rely on the O*NET job zone classification system to accurately assign occupations to job zones. Labor market data displayed in the cluster maps was collected from state and regional labor departments to reveal market demand and median wages for each occupation. In using these maps, educators and students can quickly gain a sense of potential high-value career opportunities and the level of education and training needed to prepare for these professions. This can promote the alignment of education practices with regional careers and assist students in making informed career decisions that take into account regional labor market demands.

Career Cluster Map Data		
Data Category	Data Description	Potential Application
Occupations by Job Zone	<ul style="list-style-type: none"> Occupations listed by highest projected demand within each job zone 	<ul style="list-style-type: none"> Understanding Entry and Exit Points – Educators and students can identify employment opportunities that are highest in demand at various education levels. This can be used to encourage informed decisions about when to enter and exit education/training programs.
Annual Openings	<ul style="list-style-type: none"> Projected annual openings displayed for each occupation 	<ul style="list-style-type: none"> Evaluating Employment Opportunity – Occupations that are higher in in annual openings offer more opportunity for students. Educational practices can be directed toward preparing students for occupations that are highest in demand.
Median Wage	<ul style="list-style-type: none"> Median wage data listed for each occupation 	<ul style="list-style-type: none"> Assessing Occupation Value – Data related to median wages can be used to determine which occupations offer the most value to students. Career readiness efforts can target high-value occupations with higher wages, as well as higher annual openings.

* Few occupations in these pathways require education at this level.

*** = Insufficient Data

Career Clusters and Pathways

Career Cluster	Career Pathway	Career Cluster	Career Pathway	Career Cluster	Career Pathway
 Agriculture, Food & Natural Resources	<ul style="list-style-type: none"> • Agribusiness Systems • Animal Systems • Environmental Service Systems • Food Products & Processing Systems • Natural Resources Systems • Plant Systems • Power, Structural & Technical Systems 	 Government & Public Administration	<ul style="list-style-type: none"> • Foreign Service • Governance • National Security • Planning • Public Management & Administration • Regulation • Revenue & Taxation 	 Law, Public Safety, Corrections & Security	<ul style="list-style-type: none"> • Correction Services • Emergency & Fire Management Services • Law Enforcement Services • Legal Services • Security & Protective Services
 Architecture & Construction	<ul style="list-style-type: none"> • Construction • Design/Pre-Construction • Maintenance/Operations 	 Health Science	<ul style="list-style-type: none"> • Biotechnology Research & Development • Diagnostic Services • Health Informatics • Support Services • Therapeutic Services 	 Manufacturing	<ul style="list-style-type: none"> • Health, Safety & Environmental Assurance • Logistics & Inventory Control • Maintenance, Installation & Repair • Manufacturing Production Process Development • Production • Quality Assurance
 Arts, A/V Technology & Communications	<ul style="list-style-type: none"> • A/V Technology & Film • Journalism & Broadcasting • Performing Arts • Printing Technology • Telecommunications • Visual Arts 	 Hospitality & Tourism	<ul style="list-style-type: none"> • Lodging • Recreation, Amusements & Attractions • Restaurants & Food/Beverage Services • Travel & Tourism 	 Marketing	<ul style="list-style-type: none"> • Marketing Communications • Marketing Management • Marketing Research • Merchandising • Professional Sales
 Business, Management & Administration	<ul style="list-style-type: none"> • Administrative Support • Business Information Management • General Management • Human Resources Management • Operations Management 	 Human Services	<ul style="list-style-type: none"> • Consumer Services • Counseling & Mental Health Services • Early Childhood Development & Services • Family & Community Services • Personal Care Services 	 Science, Technology, Engineering & Mathematics	<ul style="list-style-type: none"> • Engineering & Technology • Science & Mathematics
 Education & Training	<ul style="list-style-type: none"> • Administration & Administrative Support • Professional Support Services • Teaching/Training 	 Information Technology	<ul style="list-style-type: none"> • Information Support & Services • Network Systems • Programming & Software Development • Web & Digital Communications 	 Transportation, Distribution & Logistics	<ul style="list-style-type: none"> • Facility & Mobile Equipment Maintenance • Health, Safety & Environmental Management • Logistics Planning & Management Services • Sales & Service • Transportation Operations • Transportation Systems/Infrastructure Planning, Management & Regulation • Warehousing & Distribution Center Operations
 Finance	<ul style="list-style-type: none"> • Accounting • Banking Services • Business Finance • Insurance • Securities & Investments 				



Career Cluster : Marketing, Sales & Services

Job Zone 1 High School Diploma or Less	Job Zone 2 High School Diploma	Job Zone 3 Certificate or Associate's Degree	Job Zone 4 Bachelor's Degree	Job Zone 5 Master's or Doctorage Degree
*	Retail Salespersons Annual Openings = 500 Median Wage = \$22,494	*	Sales Representatives, Wholesale and Manufactur... Annual Openings = 70 Median Wage = \$62,047	*
*	Cashiers Annual Openings = 490 Median Wage = \$19,739	*	Property, Real Estate, and Community Associatio... Annual Openings = 65 Median Wage = \$45,333	*
*	First-Line Supervisors of Retail Sales Workers Annual Openings = 160 Median Wage = \$34,500	*	Sales Representatives, Wholesale and Manufactur... Annual Openings = 25 Median Wage = \$57,929	*
*	Driver/Sales Workers Annual Openings = 60 Median Wage = \$36,434	*	First-Line Supervisors of Non- Retail Sales Work... Annual Openings = 20 Median Wage = \$70,650	*
*	Counter and Rental Clerks Annual Openings = 50 Median Wage = \$25,808	*	Market Research Analysts and Marketing Speciali... Annual Openings = 15 Median Wage = \$49,305	*