

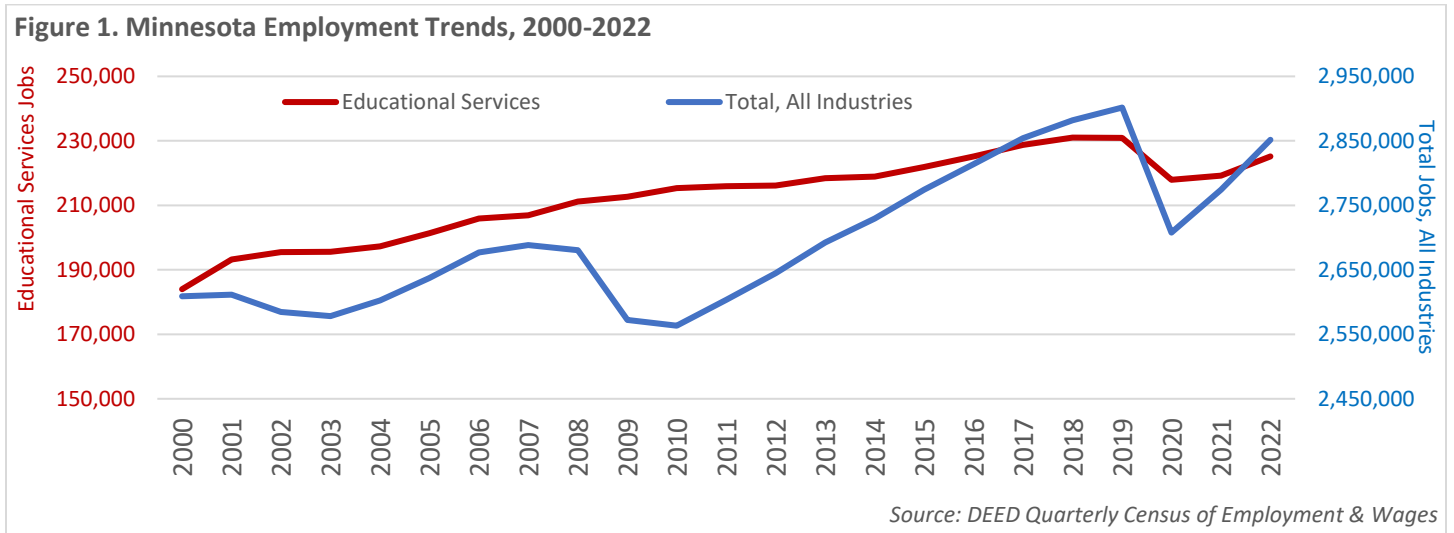
Educational Services Industry Profile

Despite losing jobs during the pandemic recession, Educational Services provides around 225,000 jobs at 5,000 establishments in Minnesota, making it the fourth largest employing industry in the state (behind Health Care & Social Assistance, Manufacturing, and Retail Trade). This includes about 150,000 jobs at Elementary & Secondary Schools, almost 60,000 jobs at postsecondary schools and training institutions, and another 16,500 jobs at other schools and educational support services. Coming in about \$12,000 lower than the total of all industries, average wages are relatively low in Educational Services (see Table 1).

Educational Services saw significant job declines during the Pandemic Recession, but did rebound in the past year (see Figure 1). Job growth was slow but steady over the past decade, typically matching enrollment changes, and is expected to continue to recover over the next decade as well. Other Schools and Educational Support Services are projected to see the fastest growth, while Elementary & Secondary Schools are expected to regain about 7,800 jobs and Colleges & Universities are expected to still be below pre-pandemic employment levels.

NAICS Code	NAICS Industry Title	Number of Establishments	Annual Data 2022		Avg. Annual Wage	Change in Jobs, 2021-2022		Change in Jobs, 2019-2022	
			Number of Jobs	Total Payroll		Number	Percent	Number	Percent
00	Total, All Industries	199,603	2,851,778	\$198,839,398,672	\$69,725	+77,490	+2.8%	-49,854	-1.7%
61	Educational Services	5,000	225,218	\$13,062,819,964	\$58,001	+5,982	+2.7%	-5,753	-2.5%
6111	Elementary & Secondary Schools	2,109	150,367	\$8,300,730,721	\$55,203	+4,163	+2.8%	-2,607	-1.7%
6113	Colleges & Universities	422	48,399	\$3,462,705,388	\$71,545	+268	+0.6%	-1,994	-4.0%
6116	Other Schools & Instruction	1,145	11,489	\$313,427,319	\$27,281	+1,132	+10.9%	-1,218	-9.6%
6112	Junior Colleges	74	7,753	\$502,080,785	\$64,760	-190	-2.4%	-1,242	-13.8%
6117	Educational Support Services	838	4,962	\$337,897,731	\$68,097	+497	+11.1%	+1,148	+30.1%
6115	Technical & Trade Schools	150	1,239	\$65,767,722	\$53,081	+58	+4.9%	+142	+12.9%
6114	Business Schools & Computer & Management Training	264	1,008	\$80,210,298	\$79,574	+55	+5.8%	+19	+1.9%

Source: DEED Quarterly Census of Employment & Wages



Most teaching jobs require a bachelor’s degree to start, while most educational support jobs – such as Teaching Assistants, Secretaries & Administrative Assistants, Janitors & Cleaners, Office Clerks, and Bus Drivers – can be started with a high school diploma. With Educational Services struggling to get back to normal after two very difficult years, Teachers and support staff are in high demand right now from the elementary to the secondary level, especially Substitute Teachers. At the postsecondary level, most teachers require advanced degrees, as do educational administrators. Despite extreme demand, wages are lowest for Childcare Workers, reflecting that the wage structure in the industry does not react to market changes as quickly or fluidly as in other industries.

Table 2. Top 25 Occupations in the Educational Services Industry

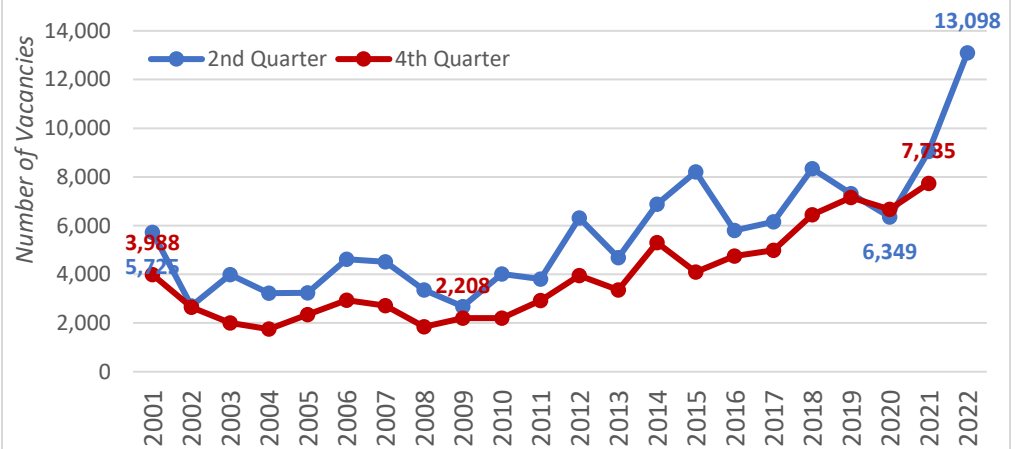
SOC Code	SOC Occupational Title	Current Demand Rank	Current Demand Indicator	Median Annual Wage	2020-2030 Percent Growth	2020-2030 Total Growth	Typical Educational Requirement
252021	Elementary School Teachers	26	★★★★★	\$64,362	+6.4%	+18,844	Bachelor's degree
259045	Teaching Assistants (Paraprofessionals)	16	★★★★★	\$38,069	+7.6%	+36,287	High school or equiv.
252031	Secondary School Teachers	58	★★★★★	\$65,183	+6.6%	+14,410	Bachelor's degree
252022	Middle School Teachers	92	★★★★★	\$64,435	+6.5%	+6,792	Bachelor's degree
436014	Secretaries & Administrative Assistants	18	★★★★★	\$48,270	-9.4%	+32,990	High school or equiv.
372011	Janitors & Cleaners	11	★★★★★	\$37,168	+5.9%	+60,938	High school or equiv.
253031	Substitute Teachers, Short-Term	100	★★★★★	\$39,679	+11.1%	+4,965	Bachelor's degree
211012	Educational, Guidance, & Career Counselors	143	★★★★★	\$61,683	+8.6%	+4,532	Bachelor's degree
439061	Office Clerks, General	57	★★★★★	\$45,119	-3.3%	+53,694	High school or equiv.
119032	Education Administrators, K-12	157	★★★★★	\$111,572	+6.1%	+3,002	Graduate degree
119033	Education Administrators, Postsecondary	253	★★★★★	\$99,762	+2.2%	+1,690	Graduate degree
533052	Bus Drivers	132	★★★★★	\$47,919	+18.5%	+4,350	High school or equiv.
252052	Special Education Teachers, Kindergarten/Elem.	127	★★★★★	\$63,324	+6.5%	+3,155	Bachelor's degree
259031	Instructional Coordinators	209	★★★★★	\$78,568	+6.5%	+4,288	Bachelor's degree
253021	Self-Enrichment Teachers	230	★★★★★	\$40,229	+18.3%	+13,694	High school or equiv.
259044	Teaching Assistants, Postsecondary	351	★★★★★	\$51,579	+2.3%	+1,287	Bachelor's degree
272022	Coaches & Scouts	101	★★★★★	\$40,374	+22.5%	+9,132	High school or equiv.
252058	Special Education Teachers, Secondary School	148	★★★★★	\$64,674	+6.5%	+4,421	Bachelor's degree
253097	Tutors & Teachers & Instructors, All Other	174	★★★★★	\$46,438	+12.1%	+5,833	Bachelor's degree
352012	Cooks, Institution & Cafeteria	48	★★★★★	\$39,509	+7.5%	+11,006	High school or equiv.
499071	Maintenance & Repair Workers, General	15	★★★★★	\$50,729	+4.6%	+22,553	High school or equiv.
252012	Kindergarten Teachers	178	★★★★★	\$64,175	+6.6%	+3,610	Bachelor's degree
131198	Business Operations Specialists, All Other	71	★★★★★	\$75,953	+5.2%	+26,037	Bachelor's degree
252032	Career/Technical Education Teachers	211	★★★★★	\$65,868	+6.3%	+940	Bachelor's degree
399011	Childcare Workers	70	★★★★★	\$30,436	-2.0%	+34,894	High school or equiv.

Source: DEED Occupations in Demand

The recent recovery in Educational Services employment has led to an increased number of [job vacancies](#) across the state. The 13,098 job vacancies reported by Educational Services employers in the second quarter of 2022 was the highest number ever recorded following the previous record set in the second quarter of 2021. It was the fifth largest number of any industry, after Health Care & Social Assistance (45,230), Retail Trade (28,477), Accommodation & Food Services (25,894), and Manufacturing (18,987). This shows the tremendous levels of demand for Educational Services workers following the pandemic, with the number of vacancies in 2022 jumping 6 times higher than the low point in 2009 during the Great Recession (see Figure 2). There were around 7,200 Educational Services vacancies in 2019, prior to the pandemic.

The median wage offer for these vacancies declined to \$19.23 per hour in the second quarter of 2022, down slightly compared to the same survey in the second quarter of 2021, and down nearly \$0.50 from the second quarter of 2019. This reflects a shift toward more support occupations, and also the inflexibility of wages in the industry overall.

Figure 2. Minnesota Educational Services Job Vacancies, 2001-2022



Source: DEED Job Vacancy Survey

Despite the relatively low wage offers, about two-thirds (65%) of the Educational Services vacancies required postsecondary education and 60% required a certificate or license, compared to 32% and 38% of all vacancies, respectively. Educational Services employers also continue to place a high premium on related work experience, especially in comparison to other industries, with three-quarters (75%) requiring at least 1 year of work experience. With flexible schedules and seasonality, 42% of the openings were part-time and 33% were temporary or seasonal, as compared to 37% and 10% of vacancies across all industries (see Table 3).

NAICS Industry Title	Number of Job Vacancies	Median Wage Offer	Percent Part-time	Percent Requiring Postsecondary Education	Percent Requiring 1+ Years Work Exp.	Percent Requiring Certificate or License
Total, All Industries	184,588	\$18.32	37%	32%	47%	38%
Educational Services	13,098	\$19.23	42%	65%	75%	60%

Source: DEED [Job Vacancy Survey](#)

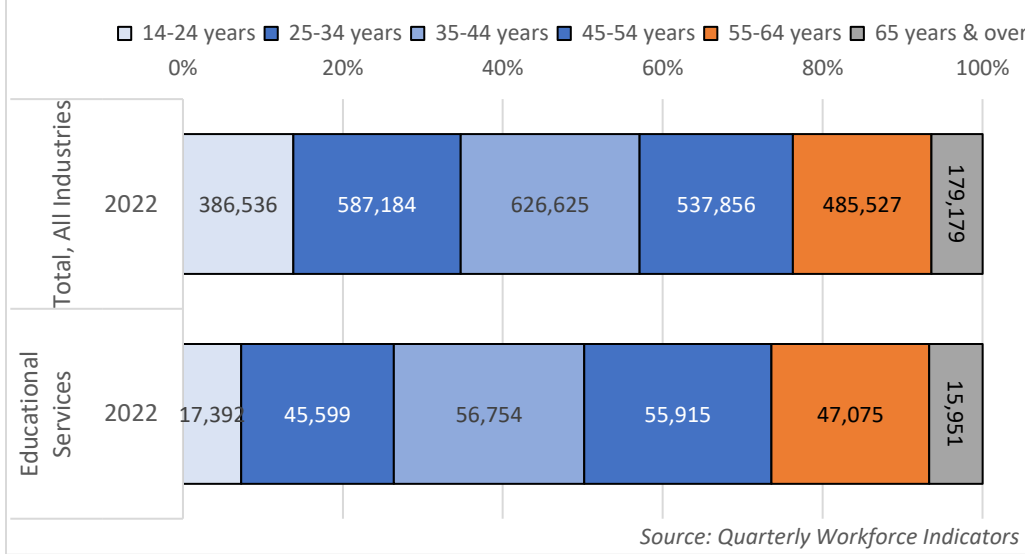
The largest number of vacancies were for support occupations, including Food Prep Workers, Janitors & Cleaners, Cooks, and Secretaries, which are in demand in other industries as well. Demand has jumped for Teaching Assistants (aka Paraprofessionals), Bus Drivers, Coaches, and Substitute Teachers, and remains high for Elementary, Middle School, and Secondary Teachers, including Special Education. Most of the teaching vacancies required postsecondary education and work experience, while many of the support occupations did not (see Table 4).

SOC Code	SOC Occupational Title	Number of Vacancies	Median Wage Offer	Percent Part-time	Percent Requiring Postsecondary Education	Percent Requiring Work Experience
0	Total, All Occupations	184,588	\$18.32	37%	32%	47%
372011	Janitors & Cleaners	2,086	\$15.83	46%	0%	29%
259045	Teaching Assistants, exc. Postsecondary	1,740	\$15.82	50%	38%	62%
533051	Bus Drivers, School	1,698	\$18.66	65%	1%	23%
352012	Cooks, Institution & Cafeteria	1,317	\$14.81	69%	3%	22%
252011	Preschool Teachers	1,139	\$18.49	14%	99%	77%
252031	Secondary School Teachers	937	\$23.52	41%	100%	80%
436014	Secretaries & Administrative Assistants	859	\$19.71	22%	28%	80%
252021	Elementary School Teachers	718	\$24.80	32%	99%	97%
272022	Coaches & Scouts	690	\$15.76	72%	34%	85%
399011	Childcare Workers	595	\$13.90	51%	20%	44%
253031	Substitute Teachers, Short-Term	519	\$20.99	62%	99%	92%
252052	Special Education Teachers, Kindergarten & Elementary	429	\$24.39	34%	100%	99%
253041	Tutors	394	\$14.89	88%	91%	20%
252058	Special Education Teachers, Secondary School	392	\$24.25	25%	100%	96%
252022	Middle School Teachers	381	\$24.77	34%	100%	95%
211021	Child, Family, & School Social Workers	334	\$23.15	23%	100%	90%
251071	Health Specialties Teachers, Postsecondary	229	\$31.05	44%	97%	100%
253021	Self-Enrichment Teachers	228	\$18.33	41%	60%	62%
211012	Educational, Guidance, & Career Counselors	196	\$22.39	17%	90%	93%
252057	Special Education Teachers, Middle School	151	\$24.40	44%	100%	99%
119033	Education Administrators, Postsecondary	128	\$29.45	2%	98%	99%
252032	Career/Technical Education Teachers, Secondary School	123	\$23.86	36%	98%	100%
119031	Education & Childcare Administrators, Preschool	121	\$20.10	0%	100%	100%
252051	Special Education Teachers, Preschool & Kindergarten	111	\$22.85	49%	100%	98%
251194	Career/Technical Education Teachers, Postsecondary	103	\$15.91	75%	36%	69%

Source: DEED [Job Vacancy Survey](#)

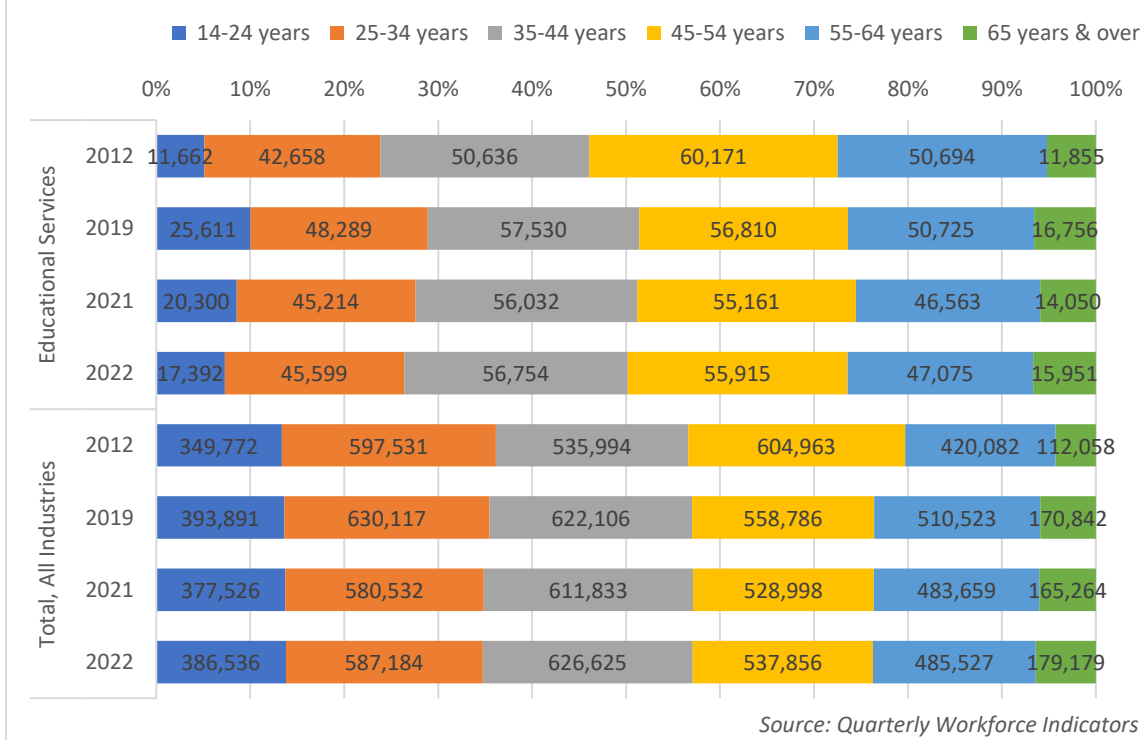
New graduates and other jobseekers will be important in filling the workforce pipeline in the Educational Services industry. The Educational Services industry relies more heavily on workers aged 45 years and older, with nearly half (49.8%) of workers in the oldest age groups, compared to 42.9% across all industries. Because of the educational and work experience requirements, just 7.3% of all workers in Educational Services are under 25 years of age, compared to 13.8% across all industries (see Figure 3).

Figure 3. Workforce Demographics by Age Group, 2022

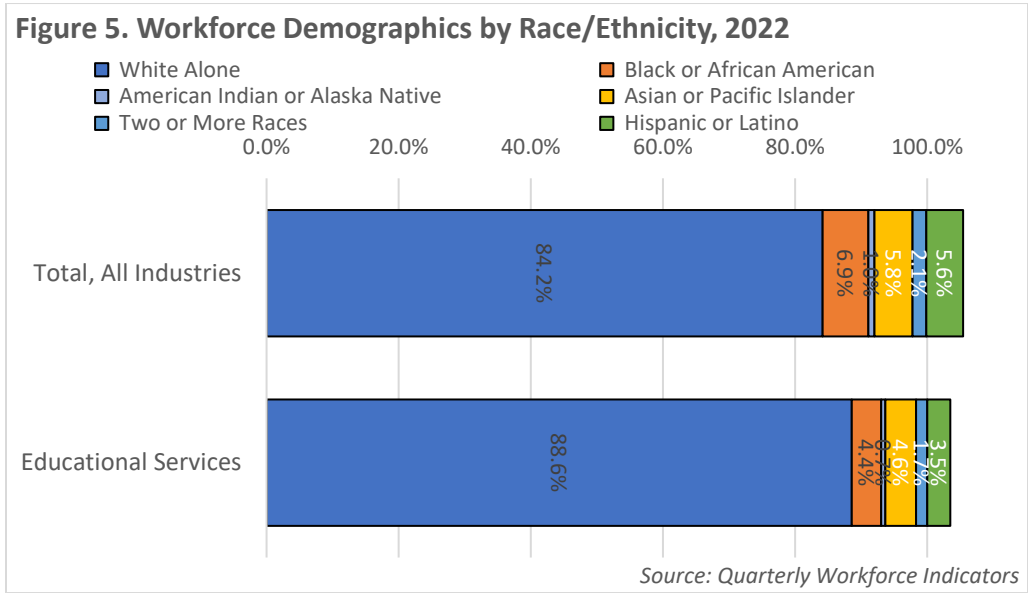


The workforce overall has been aging over the past decade, but Educational Services has been getting younger as the older generation of teachers started aging out following 2010. In 2012, about 27.5% of the Educational Services workforce was 55 years or older, compared to 20.3% across all industries. By 2022, the Educational Services workforce that was 55 or older dropped to 26.4%, while the rate across all industries climbed to 23.7% (see Figure 4.)

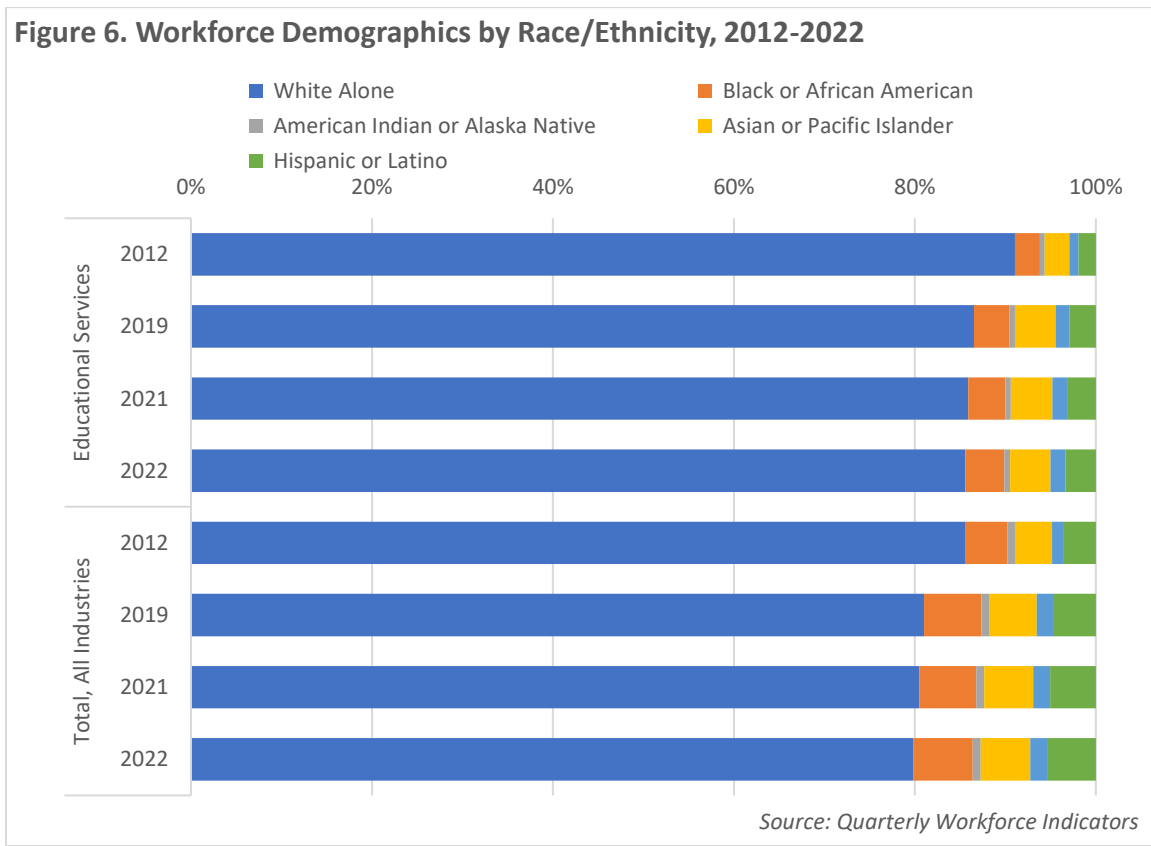
Figure 4. Workforce Demographics by Age Group, 2012-2022



Further demographic data from Quarterly Workforce Indicators shows that the Educational Services industry has become more racially diverse over time, but is still less racially diverse than many other industries, with 88.6% reporting white as their race compared to 84.2% overall. Despite having a more diverse student population, Educational Services has lower concentrations of workers of every race group compared to other industries (see Figure 5).



The racial diversity of the workforce has changed over time, with the number of Educational Services workers identifying as white alone holding steady from 2012 to 2022, compared to a 71.3% increase in the number of jobholders of other race or other ethnic groups (see Figure 6).



Educational Services is a female dominated industry, with females holding more than two-thirds of total jobs, compared to a nearly 50-50 split across all industries (see Figure 7 and 8). In the face of tight labor markets and a rapidly diversifying student population, Educational Services employers will need to continue to tap into new labor pools in order to attract the talent they need to grow and replace existing workers in the future.

