

Exploring Career Options

DEED's new Career Profile tool is making it easier than ever for people to gather specific career information on topics like wages, job demand, educational requirements and more.

If you're looking for a job or exploring a new career, there's a new online tool that can help. Career Profile, available at mn.gov/deed/careers, offers a wide range of occupational information in an easy-to-use online tool. Simply choose your region, choose your occupation and go.

Browse an overview of the occupation and then select detailed information pages about wages, demand, education, typical tasks on the job and more. Employers also can use Career Profile to quickly and easily find a broad range of information on an occupation in any region of the state.

The value of Career Profile is that it gathers occupational information from DEED's many databases and presents it in a way that's especially intended for career or occupational exploration. For convenience, every page includes an "Apply for Jobs" link to actual job postings in your selected occupation. You'll still find our other tools useful for comparisons



of wages or demand across occupations, such as the ranked list of 530 occupations in our Occupations in Demand tool. But to learn everything you can about a specific occupation in a specific region, you'll want the convenience of Career Profile.

As an example, a person researching a career as a "database administrator" will find that demand is high, that 680 openings are expected in the Twin Cities region over the next 10 years, and that professional and business services is the industry that employs the most database administrators

and pays the highest wages. The career researcher also will find that a bachelor's degree is the minimum educational requirement and that only 17 percent of people in this occupation have more than a bachelor's degree. So maybe a higher degree is a good way to stand out from the crowd.

A closer look will show that a computer systems analyst closely matches the skills and education level required for a database administrator. Although systems analyst positions typically pay a few dollars less per hour, there are many more openings

Try Career Profile at mn.gov/deed/careers.

Career Profile

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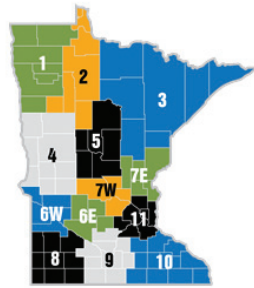
Step 1: Choose a region

Enter zip code to find your region

Or choose from the list

You have selected:

Or choose from the map



Step 2: Choose a job or occupation

Enter a job of occupation title

Or choose what general kind of job

Get started!

1. Enter your ZIP code or choose your region from the dropdown menu, or click the map. Hover your cursor over the map to see which counties are in each region.

2. Enter a job title and then select the closest match. Or choose a general kind of job from the dropdown menu and then select the closest match. Hit "Enter" and then hit "Go."

3. Browse the Overview page for some basics about your job or occupation. Then explore **Wages, Demand, Education** and **On the Job**, using the navigation links at the top of every page.

Overview shows a description, typical job titles, wages, current demand, expected openings, education requirements and top industries.

Then select **Wages** from the navigation menu.

Wages shows typical wages, typical wage offers for openings and the cost of living in your region. Select **Demand, Education** and **On the Job** to learn more.

At the bottom of every page, select **Apply for Jobs**.

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Overview

Your Region
EDR 11 - 7 County Twin Cities

Your Selected Occupation
Accountants and Auditors - SOC Code 13-2011

Description
Examine, analyze, and interpret accounting records to prepare financial statements, give advice, or audit and evaluate statements prepared by oil or other financial and budgetary data. Excludes "Tax Examiners and Collectors, and Revenue Agents" (13-2081).

Includes counties
Anoka County
Carver County
Dakota County
Hennepin County
Ramsey County
Scott County
Washington County

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Wages

Your Region
EDR 11 - 7 County Twin Cities

Your Selected Occupation
Accountants and Auditors - SOC Code 13-2011

Hourly Wages - 10 percent of jobs pay less than the 10th percentile and so on

Region	10th Percentile	25th Percentile	Median	75th Percentile	90th Percentile
EDR 11 - 7 County Twin Cities	\$21.73/hr	\$26.04/hr	\$31.55/hr	\$39.29/hr	\$49.77/hr
Minnesota	\$21.05/hr	\$25.32/hr	\$30.60/hr	\$38.20/hr	\$48.60/hr
U S	\$19.91/hr	\$24.92/hr	\$32.14/hr	\$42.67/hr	\$56.53/hr

expected over the next 10 years: 3,830 for computer systems analysts versus 680 for database administrators. Maybe computer systems analyst is a good backup plan for this career explorer.

Keeping It Local

We talked with job seekers, career counselors and business representatives while developing the Career Profile tool, and they told us they want to get as local as possible. So we focused the tool on each of Minnesota's 13 economic development regions. These regions are small enough to capture local flavor and big enough, with enough employers and workers, to allow for reliable estimates of wages and demand.

Sometimes a larger sample of the population is necessary for a reliable picture of the labor



market. For example, we estimate the 10-year projections of future openings at the broader level of the planning region, which contains a job seeker's selected economic development region. For one-year projections, we offer estimates at the statewide level.

One of a Kind

What features are unique to Career Profile?

- Career Profile provides detailed local wage data. It shows wages for Minnesota's 13 economic development regions, and it shows how high and low wages can go for selected occupations by displaying the 10th to 90th wage percentiles. The tool also shows the median wage offer for vacancies from the state's Job Vacancy Survey to provide a current snapshot of wage offers in a specified area.
- Career Profile provides cost of living estimates for a typical Minnesota family of three from the state's Cost of Living Study.
- Career Profile shows current demand for each economic development region, 10-year growth and openings for each planning region, and one-year growth and openings for the state.

- Career Profile shows the education level of people already working in each occupation, specifically for Minnesota. This information has not been available in our online offerings in the past.

Making It Better

In the coming months, we will make Career Profile's navigation links more intuitive and add more data while maintaining clarity and simplicity. The "Apply for Jobs" link to the CareerOneStop website will be replaced with an "Apply for Jobs" page, allowing users to search jobs without leaving Career Profile. We will also add contact information for thousands of Minnesota businesses from CareerOneStop's Business Finder. Additionally, we'll expand our education page with information on required experience and occupational requirements helpful to Minnesotans receiving vocational rehabilitation services.

The best way to learn about Career Profile is to try it out at mn.gov/deed/careers. 